

Build Your Brand

Style Guide

The foundation
of your
business brand

Your Style Guide-Color

Your style guide should include information on color in the following ways:

PMS/SPOT COLOR

PMS (stands for Pantone Matching System), also know as spot color. **Note:** not all designs will include PMS/Spot color.

CMYK COLOR

CMYK (stands for C=Cyan, M=Magenta, Y=Yellow, K=Black), also know as 4-color process.

RGB COLOR

RGB (stands for R=Red, G=Green, B=Blue).

HEXCODE COLOR

6-digit code that is the equivalent of the RGB build.

ONE COLOR, EXPRESSED FOUR WAYS. The blue color of this text is expressed in PMS/Spot color as: PMS 285; CMYK as C=91, M=52, Y=0, K=0; RGB as R=0, G=102, B=204 or Hexcode=0066CC

Your Style Guide-Color Breakout

Your style guide should include information on how the color is used:



PURPLE/CMYK: 73/82/0/0

RGB: 102/51/204

HEXCODE: 6633CC

BLUE/CMYK: 91/52/0/0

RGB: 0/102/204

HEXCODE: 0066CC

GREEN/CMYK: 67/0/27/0

RGB: 0/204./204

HEXCODE: 00CCCC

Your Style Guide-Typefaces/Fonts

Your style guide should include information on the typefaces/fonts used, even if they are modified to create the final logo as demonstrated below:



Double Vision/Grafolita Script Medium

ART & DESIGN/ROCKWELL

Logo File Formats

Your design professional should provide you with all files used to create your brand:

Native files including: InDesign, QuarkXPress, Adobe Illustrator, PhotoShop (including all layered files and full size image files), fonts (if not protected) and a complete list of fonts if some are protected and cannot be provided to you. You need either the fonts, or the list of fonts as shown above, for future reference.

PRINT FILES

For print use, your design professional will create PMS (if used) and CMYK versions of your logo. Vector graphics are the preferred format for logo files and are saved .eps files. Since vector files can be reduced to a very small size and enlarged to a very large size, only one file of each color version is required.

WEB FILES

For web use, your design professional will create a series of RGB graphics in formats such as: jpg, gif, svg or png, to the proper web resolution and sized to fit the requirements of your website design or on-line marketing projects. For my clients, I create up to 5 versions of each format from X-Small (75-100 pixels) to X-Large (500-600 pixels) to meet a variety of on-line needs.

How to Ask for a Style Guide

This is a suggestion! Modify it as needed for your situation with your design professional.

I've recently learned about the importance of a Style Guide to building my business brand and I am requesting that you create one for me.

It needs to include the CMYK, RGB and Hexcode values of the color(s) you used in the logo design. I also need a list of all the typefaces/fonts that were used, even if you modified them to achieve the final design. This information will allow me to be consistent in how I present and market my business, including the files I create myself.

I am also requesting that you send me a CMYK eps file and a PMS eps file (if you used PMS color), as well as a selection of RGB files in a variety of sizes for on-line use. These files will allow me to present my business professionally and consistently as opportunities to promote and market my business come up.

Thank you for your continued support of my business as it grows. I will be in touch to ask for quotes on projects that are beyond my capabilities, but this Style Guide, along with the files I am requesting, will allow me to handle some opportunities on my own.

Note: If you have questions about this, please reach out to me! I am happy to discuss your specific situation and help you craft the message that is right for your specific situation.



THERE'S MORE! Email me at Robin@DoubleVisionArt-Design.com to receive a copy of "*How to Get the Biggest Bang for your Buck, working with a Design Professional.*" It provides in-depth information on how to establish a successful collaborative partnership with your design professional and includes the #1 Tip you need to know to get the best value for your money.