

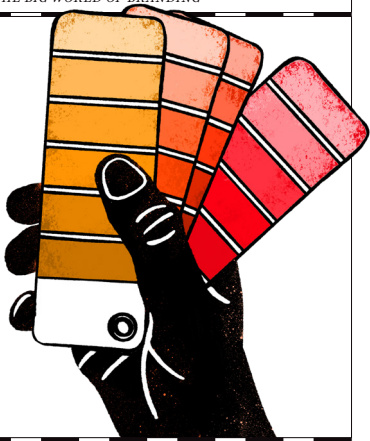


A SMALL PUBLICATION ABOUT THE BIG WORLD OF BRANDING

## WHAT'S IN A BRAND STYLE GUIDE?

The purpose of a style guide is to help ensure visual and verbal consistency across all brand communications. But the best examples also inspire that magical component, creativity.

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If branding is simply defined as an organization's reputation, how can marketers help to influence what people feel about a product, service, or company? It starts with a brand identity system. Recall, the purpose of branding is to build a sustainable competitive advantage in the marketplace. Creating a strong brand identity tells people why you are the right choice for so many customers in a crowded marketplace.

A well-designed style guide helps you tell a consistent brand story, improves recognizability and, most importantly, keeps your organization top-of-mind for your intended audience. Depending on a number of factors, the level of detail of your brand style guide may vary. In this issue, we're sharing 3 options to help decide what type of style guide would be most helpful for your organization.

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# 3 Types of Style Guides

Consider these approaches to determine the amount of creative direction your business needs.



## Brand Standards

1

Usually 1–2 pages in length, this document sets basic design rules for logo usage, typography, and color. Often referred to as a “brand on a page,” it acts as a quick reference and resource for stakeholders, marketers, and content creators.

## Brand Style Guide

2

A Brand Style Guide includes detailed visual standards that help keep your brand communications consistent. It functions as a design playbook for your team to present your brand to the world appropriately. Usually 6–10 pages, this document contains additional pieces that can be leveraged in brand activations, such as a suite of icons, brand patterns, photographs, and other design elements.



# Brand Identity System 3

A Brand Identity System consists of everything in a Brand Style Guide, but dives deeper and provides rationale — it contains the heart and soul of your brand. This comprehensive toolkit, usually over 20 pages, contains more than graphic devices or elements, it outlines the mission, vision, values, and language that brings your business to life in order to make an emotional connection with your target audience.



## What Type of Style Guide Does My Business Need?

The level of brand detail and creative direction that your organization requires depends on a number of factors. Number of stakeholders, brand awareness, and brand equity in the marketplace all help to decide what type of style guide is most appropriate.



# Topographic

We start each issue of Topographic with a burning question about branding or design. Then we share our journey to explore and discover creative solutions — helping to make sense of the brand landscape, so you can make your brand demand attention.

## MAP

Map is a strategic brand and graphic design agency in Sandy Hook, CT. We leverage insights to develop brand identities, websites, print solutions, digital marketing platforms, and advertising campaigns.

### Contact Us

Have an interesting project in mind? We'd love to hear about it!

Phone: 203.304.1846 | Email: [hello@map-agency.com](mailto:hello@map-agency.com)



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