MODULE 4: BRAND, IDENTITY AND MESSAGING

Your one-page brand guide

Lesson: Module 4 workshop: a one-page brand guide · about 20 minutes

Assemble your brand on one page, set up the folder behind it, and test it on someone else.

Your business (name, service, main city):

1. **Write your brand line: your roof message and one line naming your client.**

2. **Write your logo rules: versions, clear space, minimum sizes and three don'ts.**

3. **List your colours with names, codes, jobs and contrast rules, then your typefaces, fallbacks and minimum sizes.**

4. **Write your photo style, voice traits with opposites, and the words you use and avoid.**

5. Write your three pillars, your 25-word founder story and a 50-word description for listings.

6. List what you will put in each of the six folders, and note any missing assignment, licence or registration.

Check: can you now

- Assemble a one-page brand guide covering identity, voice and messaging
- Test the guide by having someone else produce materials from it and counting the deviations
- Record the ownership, registration and accessibility details that sit behind the guide

One change you will make this week