



# STYLE GUIDE WORKBOOK

[ create a consistent style for your brand ]

This brand style guide will help you identify everything from your brand tone, to your colors and fonts, to your images and icons, to social media templates and content themes. When you're finished, keep your style guide on hand so you can reference and tweak it to build an unforgettable brand that's consistent and harmonious everywhere.

## TARGET AUDIENCE

1. Who is your ideal customer or reader?

2. What struggles, problems or goals do they have?

3. How do you help them? What value do you provide?

4. How do you want people to feel when they engage with your blog?



## TONE + MOOD

5. What do your customers recognize first when they see your brand?

6. What three words speak to the personality of your blog? From those, which one do you most want your brand to stand for?

7. When you look at other brands and businesses, what stands out to you and why?

8. Create a moodboard on Pinterest with textures, colors, images and fonts that you like and include a link to it here.



# LOGOS, FONTS + COLORS

9. Will your logo include an icon or only fonts? What other words must be included in your logo, if any?

10. Pick three brand logos that inspire you. Why do you like them?

11. Select up to three fonts that reflect your brand's personality.

*Heading:*

*Subheading:*

*Text:*

12. Select 2-4 colors to use for your branding and list them in order of importance.

*Primary color 1:*

*Primary color 2:*

*Accent color 1:*

*Accent color 2:*



# IMAGERY + ICONS

- 13.** List any icons or imagery that you consistently use on your blog, or that speak to your blog.

- 14.** What types of photos will you include in your blog and your brand? Bright and airy, dark and moody, bold and exciting?

- 15.** How will you source your images? Will you take your own photos or use stock ones? List image sites you use/like and start downloading images to create your own library.



# SOCIAL MEDIA

- 16.** What social media platforms will you establish a strong presence on? What are your goals for each site?

- 17.** Create a branded image template for each social platform. What that really means is to make sure you include your logo, name and any brand elements in your template. List the files names for your templates here.

- 18.** What types of content you will share on each site? How often will you post?



# BLOGGING

**19.** What blog topics and themes does your audience care most about?

**20.** How frequently will you blog each month, and on which days of the week?

**21.** How will you grow and engage your blog audience? Will you create content upgrades, lead magnets, landing pages? List your ideas and pick one to start.

**22.** What future products/services will you have? How can your blog create a foundation for those future offerings?





Hi! I'm Sandra.

I'm devoted to sharing ideas, resources, and programs that will help you start, grow and scale a profitable online business that nourishes your soul and sets your spirit free. Come join me at [conversionminded.com](https://conversionminded.com)!