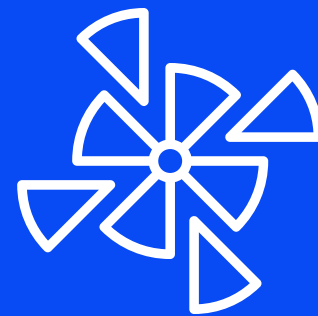


# Actionable Advice

Take your business to the next level!



## BRAND STYLE GUIDE

### Color Palette

A color palette is a set of colors that represent your brand across all materials and communications, including the logo, website, and social media.



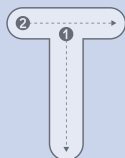
### Logo

A logo is arguably the most significant representation of a brand. A logo should be aligned with the company's mission, vision, and values. It's encouraged to have rules that govern logo use such as size, colors, and clearspace.



### Typography

Typeface or Typography is another element that supports the brand identity. Brand Typography includes primary and secondary typefaces and their weights, text alignment, and spacing.



### Brand Identity

It's the core of a brand and influences every brand decision. Branding should start with a clear understanding of a mission, vision, and values. The brand is not transactional. It's rather emotional and influential. Brand identity is the character of a brand.



### Brand Voice

Yes, brands talk! The words chosen, the use of punctuation, and the emojis are all part of the brand voice. Successful brands keep their brand voice consistent across all their communications.



### SAVE \$30

Head over to Actionable Courses & take the "How to Build a Killer Brand" course! Use your magic code **STYLE** to save \$30 at checkout.

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