Robintek

Branding Style Guide Development

Branding guidelines help companies maintain their brand identity through what visual elements the public sees, as well as setting the tone and voice of the company. Presenting a unified brand builds trust and recognition. Robintek can help craft a Branding Style guide for your company that establishes standards for your brand, answers key questions about usage, and serves as a guide for designers.

Key Questions
- In what ways can/should the company logo be used?
- What is the company's tone and personality?
- What is your brands vision & mission?

Style Guidelines
- Typefaces or Fonts
- Color Palette
- Imagery Guidelines