

WEMIMO ONIKAN

Branding

Part 2: Creating a brand guide

OCTOBER 2022



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ABOUT

Wemimo Onikan

Communication Specialist

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Presentation Flow

Branding

- Overview of Part 1
- Your Brand Guide
- Contents of your brand guide
- Resources
- Q&A

Overview of Part 1: Brand Identity

branding

(verb)

the ***art*** and ***science*** of influencing perception about a product, service, or organization.

- Sean Tambagahan

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Branding is about...

—
Consistency

—
Storytelling

—
Public perception

Why is branding important?

**At what point should you define
your brand as a
business/organization?**

Your Brand Identity

Components of your brand identity

1. Naming
2. Your colours
3. Logos
4. Font/Typography
5. Tagline
6. Images (Photos, Videos, Illustrations)
7. Choice of Language
8. Voice and Personality
9. Brand guide
10. Your website and social media



Your Brand Guide

Visual Elements

**What is a brand
guide?**

Your brand guide

1. A document on how your business/organization should be represented to the world.
2. Provides information about your brand's history, mission, values, and vision, as well as logo usage, colours, file format (s), sizing, fonts and text sizing, language, photo choices etc.
3. Serves as a guide to all team members.

**Your business/
organization's
name**

Naming

1. Traditional name eg Guaranty Trust Bank (GTB), Digital Satelitte TV (DStv)
2. Invented name eg Jumia, Coca-Cola, Dangote
3. Compound name eg LinkedIn, ShopRite
4. Multi-word name eg StanbicIBTC

Your colours

Red

Excitement
Strength
Love
Energy

Orange

Confidence
Success
Bravery
Sociability

Yellow

Creativity
Happiness
Warmth
Cheer

Green

Nature
Healing
Freshness
Quality

Blue

Trust
Peace
Loyalty
Competence

Pink

Compassion
Sincerity
Sophistication
Sweet

Purple

Royalty
Luxury
Spirituality
Ambition

Brown

Dependable
Rugged
Trustworthy
Simple

Black

Formality
Dramatic
Sophistication
Security

White

Clean
Simplicity
Innocence
Honest

Brand colours and HEX codes

colors.co

				
#00A5E3	#8DD7BF	#FF96C5	#FF5768	#FFBF65
				
#FC6238	#FFD872	#F2D4CC	#E77577	#6C88C4
				
#C05780	#FF828B	#E7C582	#00B0BA	#0065A2
				
#00CDAC	#FF6F68	#FFDACC	#FF60A8	#CFF800
				
#FF5C77	#4DD091	#FFEC59	#FFA23A	#74737A

Branding

Your logo

Dissecting Your Logo



Inspiration and Meaning

Immerse your brand story into
your logo

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Dissecting Your Logo



Inspiration and Meaning

Immerse your brand story into
your logo



Your Fonts/ Typography

Basic Font Classifications

Classic

SERIF

Modern

SANS-SERIF

Bold

SLAB SERIF

Elegant

SCRIPT

Informal

HANDWRITTEN

DRAMATIC

DECORATIVE

Your Tagline

Taglines

1. Keep it simple
2. Give it meaning
3. Clarity is key
4. Focus on the benefits
5. Tell a story

Useful resource:
Business Tagline Worksheet



Your Images

Brand Imagery



**Your choice of
language, voice
and personality**

Language, Voice and Personality

1. Define your target audience and how best to speak to them
2. Use first-person plural eg We instead of I
3. Use correct spelling and grammar (except incorrect grammar is a part of the brand identity)

Brand Voice Chart

Voice Characteristics	Description	Do	Don't
Passionate	We're passionate about changing the way the world works	<ul style="list-style-type: none">• Use strong verbs• Be champions for (industry)• Be cheerleaders	<ul style="list-style-type: none">• Be lukewarm, wishy-washy• Use passive voice
Quirky	We're Not afraid to challenge the status quo and be ourselves	<ul style="list-style-type: none">• Use unexpected examples• Take the contrarian view• Express yourself	<ul style="list-style-type: none">• Use too much slang or obscure references• Use overplayed examples• Lose sight of the audience and core message
Irreverent	We take our product seriously; we don't take ourselves seriously	<ul style="list-style-type: none">• Be playful• Use colorful illustrations or examples	<ul style="list-style-type: none">• Be too casual• Use too many obscure pop-culture examples
Authentic	We're going to give you the tools and insight you need to make your job easier. That may not always be through our product.	<ul style="list-style-type: none">• Be honest and direct• Stick to your word• Own any issues or mistakes, and show how you will address them	<ul style="list-style-type: none">• Use marketing jargon• Over promise• Over sell the product's capabilities



Your website and Social Media

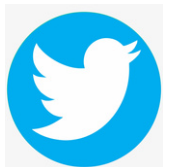
***Any* questions?**

Resources

Thank you



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