BlissDrive

Building Your Brand Style Guide

A Complete Tutorial from Bliss Drive

How Bliss Drive Stays Strategic, Consistent, and Results-Focused

LOGO USAGE

BRAND COLORS

BlissDrive

Bliss Drive

Color #HEX #2767d5	Color #HEX #08f119
Color #HEX #ffffff	Color #HEX #1a1a1a

Brand Story

Bliss Drive specializes in increasing your business's online visibility and driving traffic through tailored SEO and digital marketing strategies. Whether you're a small or medium-sized business or an e-commerce company, Bliss Drive's data-driven approach ensures measurable results that align with your business goals.

Mission & Values

At Bliss Drive, we provide results-driven digital marketing strategies that actually deliver. We maximize your online exposure to help you acquire better customers—ones that drive more sales and larger profits. We're dedicated to achieving real, quantifiable results that exceed your expectations.

Tone of Voice & Communication Style

Confident, data-driven, and growth-focused. Bliss Drive speaks with clarity and authority, showing expertise without jargon. The tone is professional yet approachable—motivating businesses to take action with trust and confidence.

TYPOGRAPHY

Consistent typography builds brand recognition and ensures readability across all platforms. Use TT Commons Pro for body text and Montserrat Bold for headlines.

Aa **TT Commons Pro**
Primary Font

Aa **TT Commons Pro** BOLD – Heading
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa **TT Commons Pro** REGULAR – Body
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Navigation Page

Why Your Brand Needs Guidelines

What is a Brand Style Guide?

Your brand style guide is the single source of truth for how your brand appears and communicates across every channel. It ensures anyone creating content for your brand—employees, contractors, agencies, or partners—presents a unified, professional image that builds trust with your audience.

What You'll Learn in This Guide
We've broken down the brand style guide creation process into seven manageable steps. Each section includes:

- Clear explanations of what to include
- Real examples from successful brands
- Practical templates and frameworks
- Common mistakes to avoid

Whether you're building your first brand guidelines or refining existing ones, this tutorial will help you create documentation that actually gets used.

Why This Matters for Your Business

Consistency builds trust. When your audience sees the same colors, fonts, tone, and messaging across your website, social media, ads, and physical materials, they recognize you instantly. That recognition transforms into credibility.

Efficiency saves money. Clear guidelines eliminate guesswork, reduce revision cycles, and accelerate content creation. Your team spends less time debating design choices and more time executing strategy.

Scalability enables growth. As your business expands, onboarding new team members becomes seamless. Your brand guidelines ensure quality remains consistent even as your team grows.

01

Step 1: Define Your Brand Identity

Before documenting visual elements, establish the foundation: who you are as a brand.

Your Brand Story

Your brand identity guides every visual and verbal choice you'll make. It includes:
What you stand for - Your core values and mission
How you communicate - Your personality and approach
What emotions you evoke - How customers should feel when interacting with you

Creating Your Identity Statement

Answer these questions:
1. **Mission:** What problem do you solve?
2. **Values:** What principles guide your decisions?
3. **Personality:** If your brand were a person, how would you describe them?
4. **Differentiation:** What makes you different from competitors?

Example Framework

Mission Statement
"We [what you do] for [target audience] by [how you do it differently]."

Effective Brand Statements

Brand Personality
- Choose 3-5 adjectives that capture your brand essence:
- Professional yet approachable
- Innovative but reliable
- Bold and confident
- Warm and trustworthy

Brand Values
List your 3-5 core values and briefly explain what each means in practice:

Value: Transparency
We communicate openly with clients, sharing both successes and challenges. No hidden fees, no surprise changes.

BRAND INTRODUCTION

BRAND STORY

WE ARE JUMPORANGE

Spreading beyond the ordinary inflatable products, inspiring uniqueness, empower party rental business and creating community. These goals inspire everything we do at JumpOrange.

JumpOrange began in Los Angeles in 2002 because the founders wanted to unlock imagination and fun by bringing unique inflatables to the world: to anyone who is experiencing the joy of people gathering, to the party rental professionals who choose JumpOrange because it's the only line that actually elevates their business, to the homeusers who buy JumpOrange because it's the perfect backyard toy for adults and kids to build long-lasting memories together.

JUMPORANGE.COM   2

Brand Introduction

Brand Story	Mission & Values	Tone of Voice & Communication Style
Bliss Drive specializes in increasing your business's online visibility and driving traffic through tailored SEO and digital marketing strategies. Whether you're a small or medium-sized business or an e-commerce company, Bliss Drive's data-driven approach ensures measurable results that align with your business goals.	At Bliss Drive – your results-driven, strategic digital marketing partner of choice – we are inspired to provide the very best, most comprehensive web marketing service available anywhere. Many agencies make these claims, but few actually deliver. Our priority is to maximize your online exposure, not only to help you acquire more customers, but acquire better customers which lead to more sales and larger profits. We strive to exceed your expectations and goals, to see your business succeed in every way possible. We are fully dedicated to achieving real, quantifiable, satisfactory results... The truth is, our reputation depends on it!	**Tone of Voice:** Confident, data-driven, and growth-focused. Bliss Drive speaks with clarity and authority, showing expertise without jargon. The tone is professional yet approachable—motivating businesses to take action with trust and confidence. **Communication Style:** • **Transparent & Insightful:** Explains the "why" behind every recommendation; always rooted in data and results. • **Customer-Centric:** Focuses on client goals, ROI, and real business outcomes. • **Collaborative & Supportive:** Positions Bliss Drive as a trusted partner, not just a service provider. • **Results-Oriented:** Every message emphasizes measurable growth, performance, and long-term value. • **Ethical & Authentic:** Rejects quick fixes; stands for sustainable, white-hat marketing success. **Voice in 5 Words:** Strategic. Transparent. Confident. Helpful. Data-Driven.

Introduction:

Visual Mood Board

Create a collection of images, colors, textures, and designs that capture your brand's aesthetic. This becomes your north star for visual decisions. Include:

- 5-10 images representing your brand's feel
- Color schemes that resonate with your identity
- Typography examples that match your personality
- Competitor analysis (what to avoid)

Step 2: Document Your Brand Name & Usage

Your brand name is often the first thing people encounter. Establish clear rules for its presentation.

Name Origin Story

Share why you chose your name. This humanizes your brand and makes it memorable.

Example:
 "Bliss Drive was born from our belief that effective digital marketing should bring joy—both to businesses seeing results and customers discovering solutions. 'Drive' represents our commitment to driving measurable outcomes."

Official Name Presentation

Specify exactly how your name should appear:

Official name: Bliss Drive
Capitalization: Always capitalize both words
Spacing: One space between words
Never: BlissDrive, bliss drive, BLISS DRIVE (unless specific brand context requires it)

Pronunciation & Usage Rules

If you have an unusual name:
Correct pronunciation: BLISS (rhymes with "this") DRIVE (rhymes with "five")
How to use in sentences: "Bliss Drive" is always two words
Possessive form: Bliss Drive's (not Bliss Drives' or Bliss Drive')

Name in Context

Show proper usage across different contexts:
In running text:
 "Bliss Drive specializes in SEO and content marketing..."
In social media:
 @BlissDrive (no space for handles)
In email addresses:
 firstname@blissdrive.com (lowercase, no space)
In hashtags:
 #BlissDrive (no space, capital letters for readability)

Common Mistakes to Avoid

❌ Abbreviated versions without approval
❌ Adding descriptors that change meaning
❌ Inconsistent capitalization
❌ Creating unofficial nicknames

Step 3: Establish **Logo Standards**

03

Your logo is your most recognizable visual asset. Protect it with detailed usage guidelines.

Primary Logo

Present your main logo with complete specifications:

Logo file types needed:
- Vector (AI, EPS, SVG) for print and large formats
- PNG with transparent background for digital use
- JPG for presentations and web use where transparency isn't needed

Minimum sizes:
- Print: 1 inch wide minimum
- Digital: 150px wide minimum
- Social media profiles: 400x400px minimum

Examples

Logo Variations

Most brands need multiple logo versions for different use cases:

Full logo - Complete wordmark with icon
Use when: Ample space available, primary brand placement

Icon only - Standalone symbol
Use when: Social media avatars, favicons, small spaces where wordmark becomes illegible
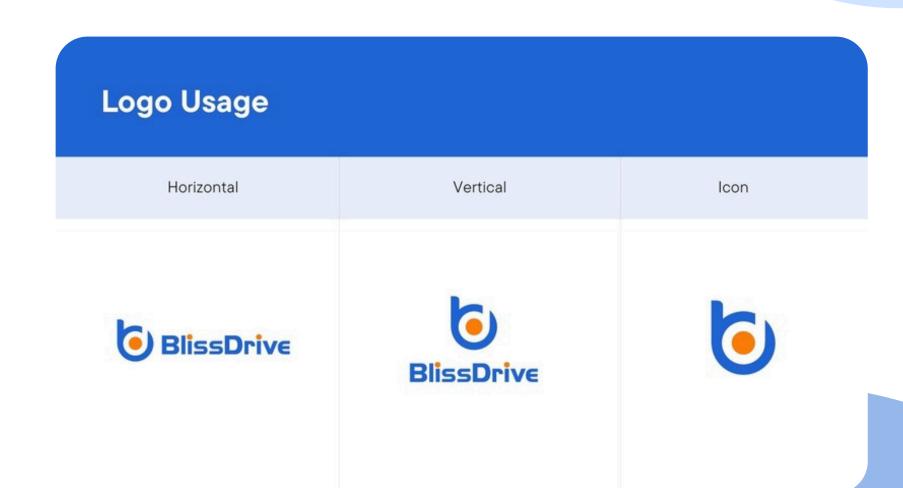
Horizontal version - Wide format
Use when: Website headers, email signatures, wide banner ads

Vertical/stacked version - Tall format
Use when: Sidebar placements, narrow vertical spaces

Monochrome versions - Black and white
Use when: Printing on colored backgrounds, single-color printing requirements

Logo Usage

Horizontal	Vertical	Icon

Clear Space Requirements

Define the minimum "breathing room" around your logo:

Clear space rule: Maintain space equal to the height of [specific element in your logo] around all sides.

No text, images, or other logos should enter this zone. This ensures your logo maintains visual impact and isn't cluttered by surrounding elements.

Approved Color Backgrounds
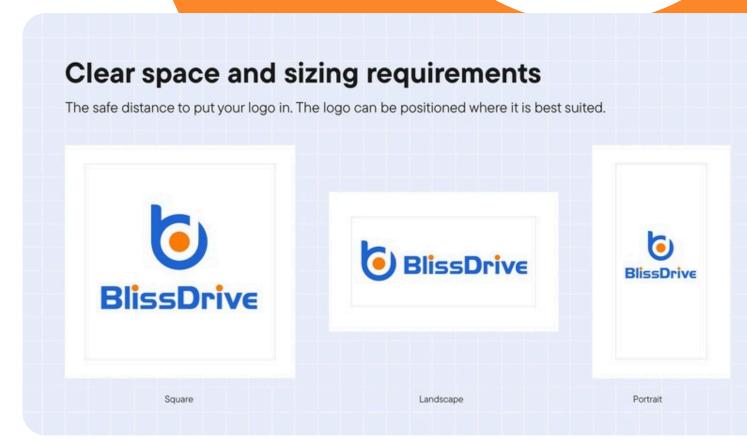Specify which logo versions work on which backgrounds:
Full-color logo:
- White backgrounds
- Light backgrounds (approved colors only)
- Photography with adequate contrast

Reversed logo (white):
- Dark backgrounds
- Dark photography
- Brand color backgrounds (specify which)

Black logo:
- White and very light backgrounds only

Clear space and sizing requirements
The safe distance to put your logo in. The logo can be positioned where it is best suited.

Square

Landscape

Portrait

Hero Kiddo

Brand Guidelines

Clear space and sizing requirements

SQUARE

LANDSCAPE

PORTRAIT

LOGO
PLACEM

LOGO DONT'S

Create a "what not to do" section with visual examples:

❌ Don't rotate or skew the logo
❌ Don't change logo colors outside approved options
❌ Don't recreate or redraw the logo
❌ Don't add effects (drop shadows, glows, bevels)
❌ Don't place on busy backgrounds without clear space
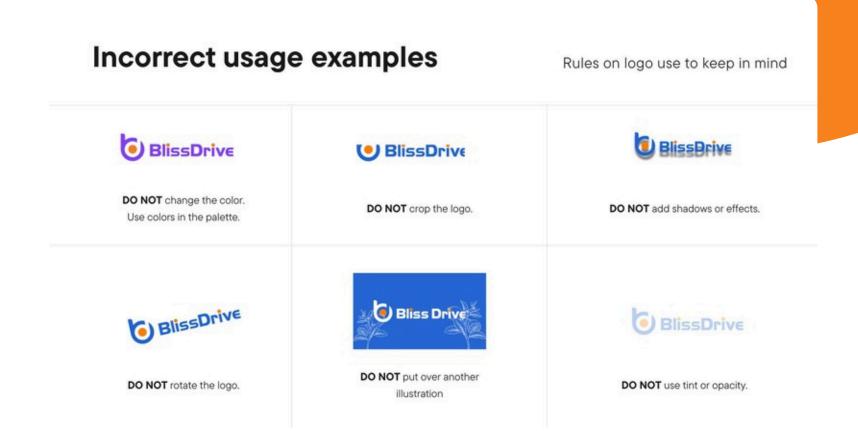❌ Don't stretch or distort proportions
❌ Don't separate logo elements

Partner & Co-Branding Guidelines

When your logo appears with partner logos:
Hierarchy rules:
- Your logo should be same size or larger than partner logos
- Maintain equal clear space between all logos
- Align logos consistently (all centered, all left-aligned, etc.)

Co-branding format: "Powered by [Your Brand]" or "In partnership with [Your Brand]"

Incorrect usage examples

Rules on logo use to keep in mind

BlissDrive — DO NOT change the color. Use colors in the palette.

BlissDrive — DO NOT crop the logo.

BlissDrive — DO NOT add shadows or effects.

BlissDrive — DO NOT rotate the logo.

Bliss Drive — DO NOT put over another illustration

BlissDrive — DO NOT use tint or opacity.

Bliss Drive Insight
Create a single zip file with all logo variations, properly named, for easy distribution. Include a README file with basic usage rules. This prevents people from using outdated or incorrect logo files.

Step 4: Create Your Color System

Color triggers emotion and recognition. A well-defined color system ensures consistency across all brand touchpoints.

Primary Brand Colors

Your primary palette (3-5 colors) should be used most frequently and represent your core brand.

For each color, document:

Color Name: Give it a descriptive name
Primary Use: When to use this color
HEX Code: #000000 (for web/digital)
RGB Values: R:0 G:0 B:0 (for digital design)
CMYK Values: C:0 M:0 Y:0 K:100 (for print)
Pantone Code: PMS [number] (for professional printing)

Example Framework

Mission Statement
"We [what you do] for [target audience] by [how you do it differently]."

Primary Colors

Brand Blue

Primary use: Headers, CTAs, key brand moments

HEX: #0066CC

RGB: R:0 G:102 B:204

CMYK: C:100 M:50 Y:0 K:0

Pantone: PMS 2935 C

Secondary/Accent Colors

Additional colors (3-5) that complement your primary palette:

Purpose: Add variety and depth without diluting brand recognition

Guidelines:

- Use sparingly for accents and highlights
- Never replace primary colors in key brand moments
- Use for charts, graphics, and supporting elements

Background & Neutral Colors

Additional colors (3-5) that complement your primary palette:

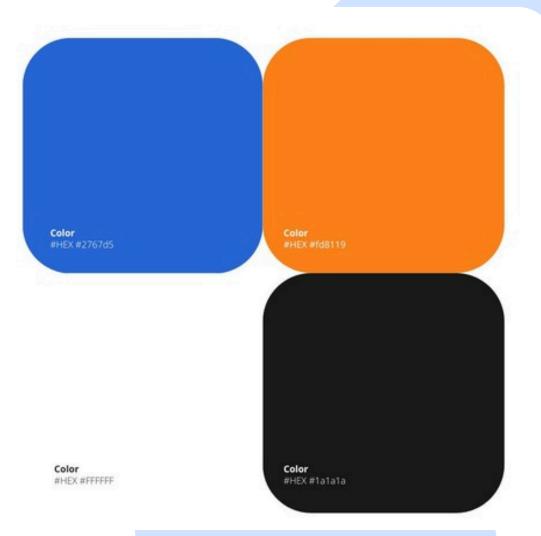**Purpose:** Add variety and depth without diluting brand recognition

Guidelines:

- Use sparingly for accents and highlights
- Never replace primary colors in key brand moments
- Use for charts, graphics, and supporting elements

The
Bliss Drive
Color
Palette

Color palette for logo usage

Color
#HEX #2767d5

Color
#HEX #fd8119

Color
#HEX #FFFFFF

Color
#HEX #1a1a1a

Background & Neutral Colors

Essential for creating layouts:

Light backgrounds: Specify approved light grays/off-whites
Dark backgrounds: Specify approved dark grays/charcoals
True neutrals: Pure white (#FFFFFF) and pure black (#000000) usage rules

Color Combinations

Show approved color pairings:

High contrast pairs (for accessibility):
Primary Brand Blue + White
Dark Gray + Light Background
Complementary combinations:
 Primary Blue + Accent Orange
 Secondary Green + Neutral Gray

Additional colors (3-5) that complement your primary palette:
Purpose: Add variety and depth without diluting brand recognition

Guidelines:
- Use sparingly for accents and highlights
- Never replace primary colors in key brand moments
- Use for charts, graphics, and supporting elements

Accessibility Standards

Ensure color choices meet WCAG 2.1 AA standards:

Text on backgrounds: Minimum contrast ratio of 4.5:1
Large text: Minimum contrast ratio of 3:1

Provide approved text color/background combinations that meet these standards.

Hero Kiddo   Brand Guidelines

Logo Positioning

SQUARE   LANDSCAPE   PORTRAIT

Logo Application

Samples on proper positioning.

Square   Landscape   Portrait

LOGO APPLICATION

Samples on proper positioning.

SQUARE   LANDSCAPE   PORTRAIT

LOR

XJUMP

XJUMP

XJUMP

Guideline

LOGO DONT'S

Do:
- Use primary colors for major brand elements
- Use secondary colors to support and accent
- Maintain color ratios: 60% primary, 30% secondary, 10% accent
- Test colors across devices and print

Don't:
- Mix colors from outside the approved palette
- Use colors that don't meet accessibility standards
- Assume colors look the same on screen and in print
- Create gradients or color variations without approval

Industry-Specific Considerations

Different industries have color associations:

- **Healthcare:** Blues and greens convey trust and calm
- **Finance:** Blues and grays suggest stability and professionalism
- **Food/Hospitality:** Warm colors stimulate appetite and comfort
- **Technology:** Blues and bright accents suggest innovation

Ensure your palette aligns with industry expectations while standing out from direct competitors.

Bliss Drive Pro Tip
Create color contrast ratio for overlapping text: a simple chart showing which text colors work on which background colors. This prevents accessibility issues and maintains readability.

Step 5: Set Typography Rules

Typography communicates personality before anyone reads your words. Establish clear hierarchy and usage rules.

Primary Typeface

Your main font should be used for most brand communications:

Typeface Name: [Font Family Name]
Weights available: Light, Regular, Medium, Bold, Black
Where to use: Headlines, subheads, body text
Web font: [Name of web-safe font or Google Fonts link]
Licensing: [Where to purchase/download legally]

Secondary Typeface

Purpose: Accents, quotes, special elements

Pairing logic: [Explain why these fonts work together]
Example: "We pair geometric sans-serif headlines with a clean serif body font. The contrast creates visual hierarchy while maintaining professionalism."

Define sizes and styles for each text level:

H1 – Page Headlines
- Font: Primary Bold
- Size: 48px / 3em
- Line height: 1.2
- Color: Primary Brand Color
- Use: Main page titles, hero headlines

H2 – Section Headers
- Font: Primary Bold
- Size: 36px / 2.25em
- Line height: 1.3
- Color: Dark Gray
- Use: Major section breaks

H3 – Subsection Headers
- Font: Primary Medium
- Size: 24px / 1.5em
- Line height: 1.4
- Color: Dark Gray
- Use: Content subsections

Body Text
- Font: Primary Regular
- Size: 16px / 1em
- Line height: 1.6
- Color: Dark Gray (#333333)
- Use: All paragraph text

Captions
- Font: Primary Regular
- Size: 14px / 0.875em
- Line height: 1.5
- Color: Medium Gray
- Use: Image captions, footnotes, metadata

Web-Specific Typography

Fallback fonts: If primary font fails to load
 Example: Arial, Helvetica, sans-serif

Responsive sizing: How text scales on mobile
 Example: H1 reduces from 48px to 32px on mobile

Reading width: Maximum line length
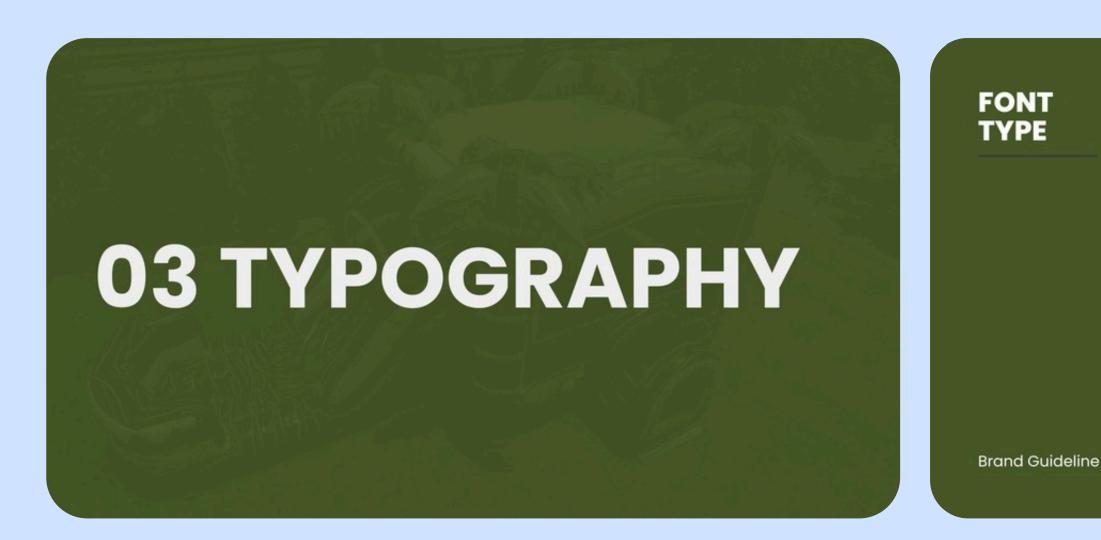 *Best practice: 50-75 characters per line for optimal readability*

If using web fonts in email:

- Always include web-safe fallbacks
- Test across major email clients (Gmail, Outlook, Apple Mail)
- Consider using images for fancy headlines

Typography Don'ts

❌ Don't use more than 2-3 font families total
❌ Don't use font weights that don't exist in your typeface
❌ Don't stretch or compress fonts
❌ Don't use all caps excessively (hurts readability)
❌ Don't use font sizes below 12px for body text
❌ Don't ignore line height (makes text cramped and hard to read)

03 TYPOGRAPHY

FONT
TYPE

Var

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Var

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brand Guideline

Examples

TYPOGRAPHY

Primary Font
BARLOW BOLD

Secondary Font
Barlow

Font Hierarchy
BARLOW BOL
TITLES

MONTSERRAT E
TITLE OPTION

Barlow
QUOTES

Special Text Treatments

Define how to handle:

Links:
- Color: [Brand color]
- Underlined: Yes/No
- Hover state: [Color change or underline]

Emphasis:
- Bold: Use Primary Medium or Bold weight
- Italics: Use sparingly for titles or subtle emphasis

Lists:
- Bullet style: [Standard, custom, or none]
- Number style: [1., 1), (1), etc.]
- Indentation: [Specify spacing]

Quotes:
- Font: [Primary or Secondary]
- Size: [Usually 1.2-1.5x body text]
- Style: Italics or regular
- Quotation marks: [Use or omit]

Hero Kiddo   Brand Guidelines

Hierarchy

Our typography hierarchy ensures clarity and consistency across all communication materials. Each text level—from headings to body copy—is designed to maintain balance, readability, and visual flow in every application.

Main Heading
Lato Black

Heading 2
Lato Bold

Subheading
Lato Bold

Body
Lato Regular

Hero Kiddo

Lorem Ipsum

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam.

Bliss Drive Recommendation
Create a one-page typography cheat sheet showing all your text styles at actual size with all specifications. This becomes an instant reference for designers and developers.

Step 6: Define Your Brand Voice

Your brand voice is how you sound in words—just as important as how you look visually.

Voice vs. Tone

Voice: Your consistent personality (doesn't change)
Tone: How you adjust that personality for different situations (changes based on context)

Example:
- Voice: Professional, warm, knowledgeable
- Tone: Empathetic when addressing problems, confident when presenting solutions, friendly in social media

Brand Voice Characteristics

Choose 3-5 words that describe your voice:
Characteristic: Knowledgeable
 What this means: We speak with authority but never talk down to our audience
 Sounds like: "Based on industry data..." not "Obviously..." or "Everyone knows..."
 Example: "Search algorithms evaluate over 200 factors when ranking content. We focus on the top 20 that drive 80% of results."

Voice Spectrum
Map where your brand falls on key dimensions:

Formal ←————————→ Casual

Serious ←————————→ Playful

Respectful ←————————→ Irreverent

Enthusiastic ←————————→ Matter-of-fact

Expert ←————————→ Friendly guide

Writing Guidelines

Do:
- Use active voice: "We create strategies" not "Strategies are created by us"
- Address readers directly: "Your business" not "The business"
- Use contractions to sound natural: "We'll" instead of "We will"
- Lead with benefits before features
- Keep sentences under 20 words for readability

Don't:
- Use jargon without explanation
- Make unsubstantiated claims: "World's best" or "Revolutionary"
- Use passive voice excessively
- Write in all caps (feels like shouting)
- Use excessive exclamation points

THREE GENERATIONS OF CERTIFIED PROTECTION

TONE & VOICING

As one of Orange County's top certified roofing contractors, we combine elite manufacturer credentials with the care of a family-owned team. We deliver precision craftsmanship, clear communication, and dependable protection designed to last through California's toughest weather.

www.premiumroofing-systems.com

Calm
You don't dramatize problems or overpromise results. Even in high-stress moments — storm damage, leaks, urgent repairs — your tone remains steady. You help clients feel safe and informed, never sold to.

Honest
You speak plainly. No upsells, no sugarcoating. If something doesn't need to be replaced, you say so. Long-term trust matters more than any single job.

Professional
Professional doesn't mean stiff — it means prepared. Whether you're writing proposals, texting clients, or showing up on-site, you communicate with clarity, organization, and pride in your craft.

PREMIUM ROOFING SYSTEMS

BRAND INTRODUCTION

TONE & STYLE

Voice Personality:
- Friendly, Confident, and Supportive — speaks like a trusted business partner who believes in your potential.
- Inspiring but Down-to-Earth — ambitious yet relatable, encouraging people to take the leap.
- Community-Driven — emphasizes connection, belonging, and shared success.

Style Traits:
- Clear & Conversational: Easy to understand, approachable for first-time entrepreneurs.

Grammar & Style Rules

Oxford comma: Use or skip
Numbers: Spell out one through nine, use numerals for 10+
Dates: January 15, 2025 (not 01/15/25 or 15 Jan 2025)
Time: 3:00 p.m. or 3 p.m. (be consistent)
Percentages: Use % symbol (not "percent")

Brand-Specific Terminology

Document how you refer to:
Your company:
First reference: [Full company name]
Subsequent references: [Shortened name]
Never: [Terms to avoid]

Your products/services:
Use: [Approved term]
Not: [Similar but incorrect terms]

Your customers:
Use: Clients, partners, businesses
Not: Users, consumers (unless accurate)

Industry terms:
SEO – Always capitalize
Content marketing – No caps unless in title
ROI – Use acronym, spell out on first use in long-form content

Tone Adaptation by Channel

How your voice shifts across platforms:

Website:
- Professional, informative, benefit-driven
- Example: "Our SEO strategies increase organic traffic by an average of 150% in six months."

Social Media:
- Conversational, engaging, timely
- Example: "Another algorithm update? We've got you covered. Here's what changed and what it means for your rankings."

Email Marketing:
- Personal, direct, value-focused
- Example: "Hi [Name], quick question: Are you tracking these three metrics? They reveal more about content performance than page views ever will."

Customer Support:
- Empathetic, clear, solution-oriented
- Example: "I understand how frustrating it is when rankings drop. Let's review what happened and create a recovery plan."

Voice Examples by Content Type

Blog Posts:
- Educational, thought-leadership, story-driven
- /Opening: Hook with question or statement
- Body: Short paragraphs (3-4 lines max), subheads every 300 words
- Close: Clear takeaway and call-to-action

Social Media Posts:
- Short, engaging, conversation-starters
- Facebook/LinkedIn: 1-2 sentences, question to drive comments
- Twitter: Under 280 characters, include relevant hashtags
- Instagram: Caption tells a story, ends with question

Ad Copy:
- Benefit-focused, action-oriented, concise
- Headline: Grab attention with clear benefit
- Body: Expand on benefit, address objection
- CTA: Clear next step with urgency when appropriate

Case Studies:
- Results-driven, detailed, credible
- Structure: Challenge → Solution → Results
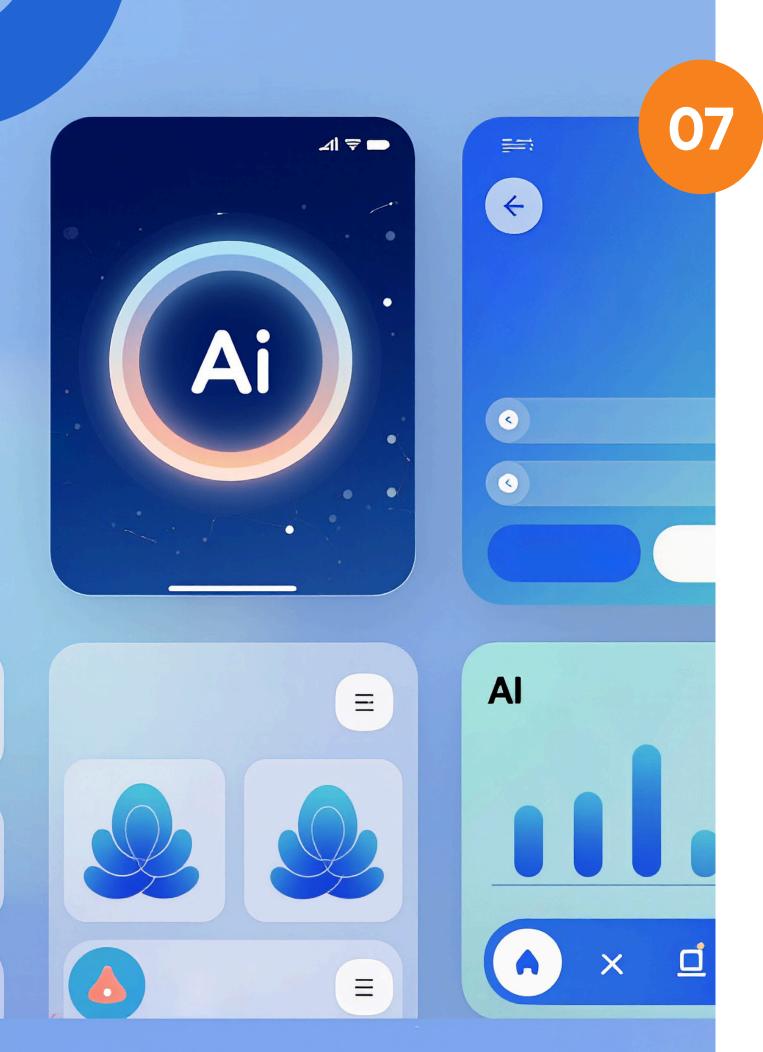- Voice: Professional but not dry, let data tell the story

Words We Use / Words We Avoid

Use: Solution, strategy, results, growth, optimize, custom, proven
Avoid: Synergy, leverage (as a verb), disrupt, game-changer, bleeding-edge

Bliss Drive Insight
Create a "voice check" question: "Does this sound like something we would say to a client over coffee?" If not, revise. Your brand voice should feel like a conversation with a knowledgeable professional, not a corporate press release.

Step 7: Standardize Visual Elements

Beyond logos and colors, define all recurring visual elements that make your brand recognizable.

Photography Style

Establish clear guidelines for imagery:

Subject matter:
- People: Candid vs. posed, formal vs. casual
- Environments: Office spaces, outdoor settings, product shots
- Emotion: Energetic, calm, professional, innovative

Technical specifications:
- Lighting: Natural vs. studio, bright vs. moody
- Composition: Centered, rule of thirds, negative space
- Angle: Straight-on, overhead, angled
- Depth of field: Shallow focus vs. everything sharp

Editing style:
- Filters: None / Consistent preset
- Saturation: Vivid / Muted / Natural
- Contrast: High / Medium / Low
- Color grading: Warm tones / Cool tones / Neutral

Example:
"Our photography features real people in natural settings using abundant natural light. Images are bright and optimistic with true-to-life color. We avoid overly staged corporate stock photos. People should look engaged and authentic, not stiff or overly polished."

Bliss Drive Recommendation
Create a one-page typography cheat sheet showing all your text styles at actual size with all specifications. This becomes an instant reference for designers and developers.
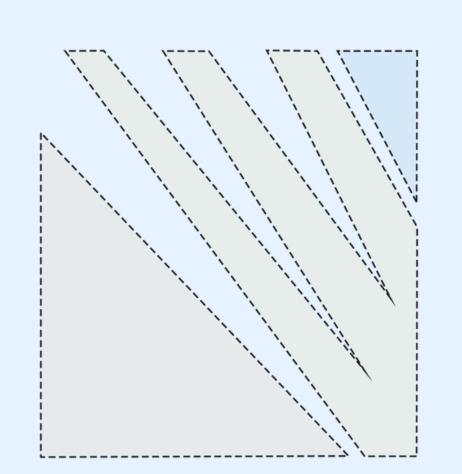
Iconography

If you use icons regularly:

- Style: Line art / Filled / Duotone
- Stroke weight: [Specify thickness]
- Corners: Sharp / Rounded
- Perspective: Flat / Isometric / 3D
- Color: Primary brand colors / Monochrome
- Size: Minimum and maximum dimensions

Example icon set:

- Checkmark for completed items
- Arrow for CTAs and links
- Calendar for events
- Chart for data/analytics
- Person icon for testimonials

Where to source:

- Custom-designed internal set
- [Icon library name] with [specific style]
- Never mix icon styles in same context

Graphic Elements & Patterns

Recurring shapes, lines, or patterns that become brand signatures:

Dividers:
- Style: Solid line / Gradient / Pattern
- Width: [Pixels]
- Color: [Brand color]
- Spacing: [Above and below]

Shapes:
- Circles for callout numbers
- Rectangles for highlighting key info
- Diagonal lines for energy and movement

Patterns:
- Background textures
- Decorative elements
- Border treatments

Data Visualization Standards

For charts, graphs, and infographics:

Chart types preferred:
- Bar charts: Comparing quantities
- Line graphs: Showing trends over time
- Pie charts: Showing parts of a whole (use sparingly)

Color application:
- Primary data: Brand primary color
- Secondary data: Brand secondary colors
- Comparison data: Neutral grays

Styling:
- Gridlines: [Show/hide, color, weight]
- Labels: [Font, size, color, placement]
- Legend: [Position, style]
- Axes: [Show/hide, style]

Best practices:
- Limit colors to 5 per chart maximum
- Use colorblind-friendly palettes
- Always label axes and data points clearly
- Include data source citation

Organic Sources - Traffic Share Breakdo...

Session source	Year 2024	Year 2025
google	71,455.00	67,309.00
bing	10,581.00	14,575.00
duckduckgo	3,980.00	5,926.00
yahoo	3,453.00	4,740.00
uk.search.yahoo.com	252.00	397.00
ecosia.org	160.00	270.00
ca.search.yahoo.com	198.00	235.00
yandex.ru	88.00	132.00
aol	100.00	125.00
au.search.yahoo.com	58.00	91.00
google	71,455.00	67,309.00

SEO Report

Key Highlights
since we kicked off SEO in August

01 SEO traffic recovered in October:

Oct 2025 beat Oct 2024 (~8.3k vs ~5.9k), confirming a clean YoY rebound after the Q3 dip.

02 Stable base Aug–Oct:

Organic sessions held a dependable ~8.1–8.3k/month, narrowing MoM volatility and setting a platform for Q4 growth.

03 Link quality and authority improved:

Average referring-domain rating rose from ~39 at kickoff to 41, the highest level in the 24-month view; link acquisition shows sustained, topic-relevant momentum.

04 Referring domains are climbing:

Post-August, the curve shows steady growth toward new highs, indicating healthier coverage across unique sites (reduced dependency risk).

05 Organic is driving more of the mix:

Organic Search expanded from ~64% to ~76% of traffic Jan–Oct, showing stronger intent capture; **Direct** also grew, signaling better brand recall.

06 Foundational on-page wins shipped

in September (FAQs, video embeds, table of contents, key takeaways), supporting richer UX, better internal linking, and improved snippet eligibility.

Social Media Templates

Create consistency across platforms:

Profile/Cover images:
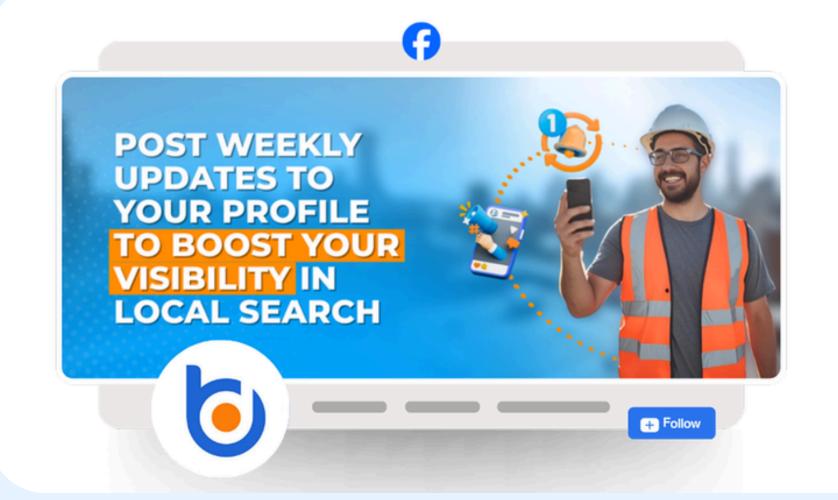- Dimensions for each platform
- Logo placement
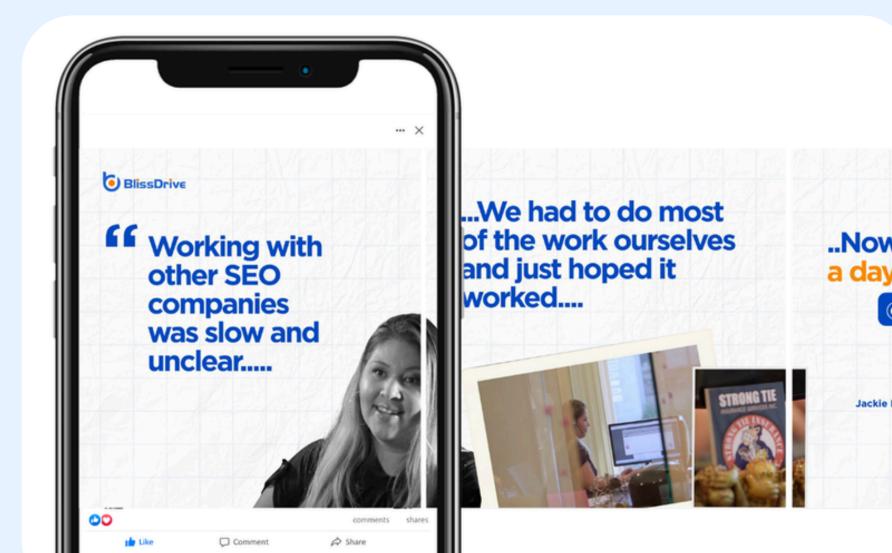- Background treatment
- Text overlay rules (if applicable)

Post templates:
- Quote graphics
- Announcement posts
- Tip/tutorial graphics
- Promotional posts

Specifications for each:
- Background color/image rules
- Typography treatment
- Logo placement
- Minimum text size for mobile viewing

Conclusion

Building a comprehensive brand style guide takes time and thoughtful consideration, but the payoff is substantial. Consistency builds recognition. Recognition builds trust. Trust drives business results.

Your brand guidelines ensure that everyone representing your brand—from employees to partners to agencies—presents a unified, professional image that resonates with your audience.

Your Next Steps

1. Audit your current branding – Document what you have now
2. Identify gaps – What's missing or inconsistent?
3. Create your guidelines section by section – Don't try to do everything at once
4. Test with real projects – Apply guidelines to actual work
5. Gather feedback and refine – Listen to your team
6. Launch officially – Make guidelines accessible to everyone
7. Review regularly – Keep guidelines current as your brand evolves

Need Help Building Your
Brand Guidelines?

At Bliss Drive, we help businesses create brand guidelines that actually get used—not just filed away. Whether you're starting from scratch or refining existing guidelines, we can help you:

✓ Conduct brand audits

✓ Develop comprehensive style guides

✓ Create branded templates and assets

✓ Train teams on implementation

✓ Ensure consistency across digital channels

GET STARTED