Business GPS Checklists
by Marketing Partnership Program

Check List: Create a Brand Guide

1. Choosing the right colors is part scientific and part aesthetic, but this doesn't mean that the process of choosing these colors is a wishy-washy one. Don't be color blind about this process. Colors have meaning, so once you have an idea of what your brand stands for, begin the process of selecting a color pallet that works with that message. Select 6-8 Colors Check out our Article for good resources to find your colors.

    - Color 1 Hex _ _ _ _ _ _   Circle Ideas for use: Logo   Text   Background
    - Color 2 Hex _ _ _ _ _ _   Circle Ideas for use: Logo   Text   Background
    - Color 3 Hex _ _ _ _ _ _   Circle Ideas for use: Logo   Text   Background
    - Color 4 Hex _ _ _ _ _ _   Circle Ideas for use: Logo   Text   Background
    - Color 5 Hex _ _ _ _ _ _   Circle Ideas for use: Logo   Text   Background
    - Color 6 Hex _ _ _ _ _ _   Circle Ideas for use: Logo   Text   Background
    - Color 7 Hex _ _ _ _ _ _   Circle Ideas for use: Logo   Text   Background
    - Color 8 Hex _ _ _ _ _ _   Circle Ideas for use: Logo   Text   Background

2. Describe how you want your site to make people feel use Emotional Words: ie Excited, Hopeful . . .

3. Describe what types of images represent the emotions, products services. ie we are a Business GPS (compass, roads, location icons)

4. Explore Google Fonts Select one or two that could be used on your website and in your logo. Make sure they are readable and scan-able for business cards as well.

Notes:

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Ideas for Color Meanings:

Black - classic and luxurious but can be overwhelming if used too much

Pink - good for marketing to girls and women, can be lighthearted. Also if over used can feel offensive and limit your audience.

Purple - can be warm, calm and represents royalty, luxury and sometimes feels magical.

Green - easy on the eyes and makes you feel connected to nature.

Red - provides a sense of urgency, even energy, but too much could make you feel anxious or overwhelmed.

Orange - fun and playful and can be the good for your order now buttons.

Yellow - happiness and positive and provides a pop of color, too much can make you want to move on but is also a good button for call to action.

Blue - calm and can give a feeling of serenity watch the shade if it gets too dark it's just like black.

White - good for text on a colored button or background while it can be used to brighten be careful that it's not just blank.

Notes: