Guide to create a Manual branded

The brand manual must guarantee the conceptual and graphic unity of the logo and any visual element that is related to the company.

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1 What is a Brand Manual?

A brand manual is a document that establishes the guidelines that must be followed when displaying a brand, both internally and externally, it will cover all of how your messages will be transmitted to potential and current customers.

When preparing this document, many things will have to be considered at a graphic level and in all aspects that imply communication, since it is about implementing a series of guidelines that will become your "cover letter", a unique and recognizable signature that increases brand positioning and customer loyalty.
The instruments you use to make yourself known will be derived from the brand manual, they will be present in the following:

• Packaging.
• Websites.
• Newsletter.
• Social media campaigns.

Whenever the company needs to communicate something, for example, When undertaking an advertising campaign, designing a point of sale, or publishing a post, you must transmit the message established in the manual: the factors that differentiate the company, inform why they do what they do, and as well as ensure that they will address the target audiences.

2 | The search for the essence

The first factor to consider when creating a brand manual is the definition of the company's essence.

How do you see yourself and how do you want to be perceived?

What are the elements for which you want to be remembered?

BRAND

What ideas does the public associate with the brand?

What values or principles do you want to promote? And, conversely,

with what ideas do you not want your clients to associate it?

"IT IS IMPORTANT TO REMEMBER THAT IT IS ALSO DESIRABLE TO BE DIFFERENT, TO BE UNIQUE, SO YOU HAVE TO BE CREATIVE AND THINK A LOT ABOUT THE PURPOSE OF THE COMPANY."

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This should be written clearly and concisely in the manual. It is not only about products or services, their processes or distribution channels, all fundamental aspects of a business, in this case, but it is also about generating the concepts that will be shown to the world and that will accompany your brand, ideally, for a long time weather.

3 Corporate identity

Corporate identity is not the same as a brand manual, but they are widely related.

It is a set of integrating elements that function as the support of a brand, as we have said, both the corporate identity and the brand manual are built on visual concepts, the experiences offered by the brand, and the principles of the company.

- **Customer attraction.** Customers are attracted to your visual image and values.

- **Loyalty.** Customers remain and return to consume a product that they already recognize.

- **Differentiation.** Your brand stands out from its competitors.

- **Internal motivation.** Your collaborators identify with your brand and assume its purpose as their own.

BRAND
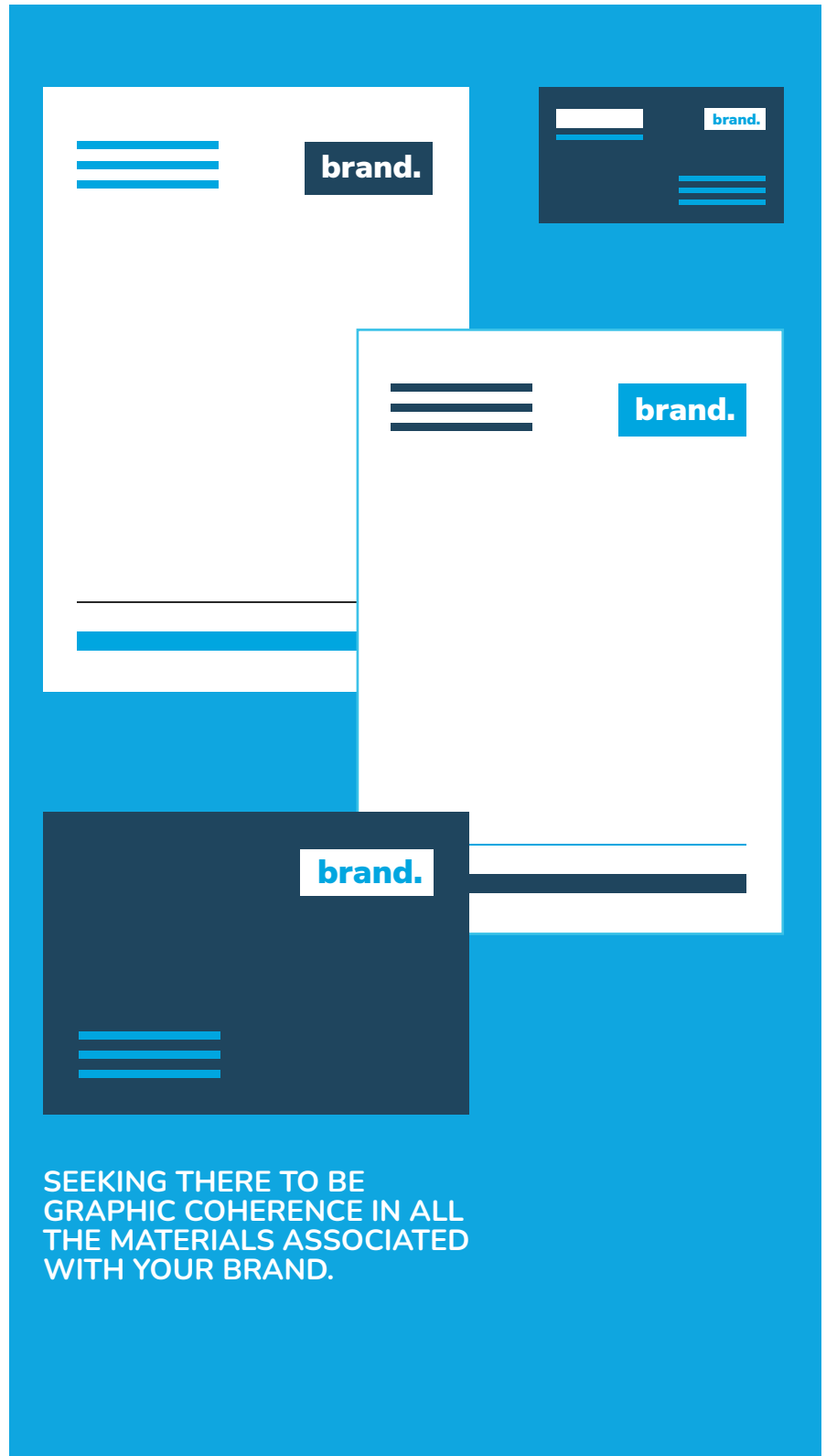### BENEFITS OF PROJECTING A GOOD CORPORATE IDENTITY

The visual communication strategy and the messages that may appear in the brand manual will be derived from the corporate identity, a document to which the art, marketing, sales, and even customer service teams must resort.

It is a permanent statement of who they are as a company and the values they represent when meeting customer needs.

The brand manual seeks that there is always visual and communicative coherence. It describes the logo and its variations, what colors should be used, the chosen typography and graphic styles, and aspects such as:

- Pantone color.

- CMYK code (more on that later); how to use the logo with a light background or a dark background. The size is established on the web and in print.

4 **Graphic consistency**

brand.

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brand.

SEEKING THERE TO BE GRAPHIC COHERENCE IN ALL THE MATERIALS ASSOCIATED WITH YOUR BRAND.

The brand identity will be applied to all corporate stationery, such as document templates, reports, invoices, budgets, cards, folders, email signature stamps, etc. In this way, the design team, or anyone who is going to develop pieces of communication for your company, will have all the information to maintain consistency with your corporate identity. The manual details the authorized uses of the following graphic elements:

- **Anagram:**

  Generally formed by letters that are part of the logo.

- **Brand:**

  Distinctive sign that differentiates and shows that the company's services are unique compared to competitors.

- **Tagline:**

  Phrase that briefly states the value proposition of the brand.

- **Reticle and protection zone:**

  Rules that say the correct ways to reproduce the logo in any dimension and support.

- **Minimum sizes:**

  The minimum size recommended to use a logo without losing its legibility in any printed or digital medium.

- **Positive and negative brand:**

  Shows the logo in white on a black background and in black on a white background, to indicate which color variant should be used in each case.

- **Use of the brand on corporate colors:**

  Guide to present the brand on different corporate colors and images.

- **Improper uses:**

  Indicates uses that are not recommended when applying the graphic elements of the brand, such as deformations, changes in colors, or incorrect sizes.

5 Use of fonts

Just as we address the uses of the logo, images, and photographs, the creation of a brand manual must consider a guide for the use of fonts.

It is clear that there must be an official font family (or several, if deemed necessary) for logos and anagrams and that this must be permanently respected.

Each company has its own combination of corporate fonts. It is frequent that they show them all the characters (the alphabet from A to Z and the numbers from 0 to 9) and differentiate the fonts for titles and for the body of the text.

Aa

FONT NAME HERE

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z

Aa

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**A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z**
**a b c d e f g h i j k l m n o p
q r s t u v w x y z**

Aa

FONT NAME HERE

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim

*A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z*
*a b c d e f g h i j k l m n o p
q r s t u v w x y z*

The brand manual will clarify the use of fonts, as well as their sizes, colors, thicknesses, hierarchies of titles, and use of italics and bold.

6 | Moodboard: showing your inspiration

Initially, it may be useful to create a moodboard, a board that graphically shows sources of inspiration that will nurture the brand. It is about combining the sensations that you want to communicate through collages with images, phrases, photos, and various elements that stimulate creativity and allow the brand to transmit concepts and ideas.

As a visual resource, the moodboard is useful in various media such as advertising, marketing, architecture, design, and even for personal projects.
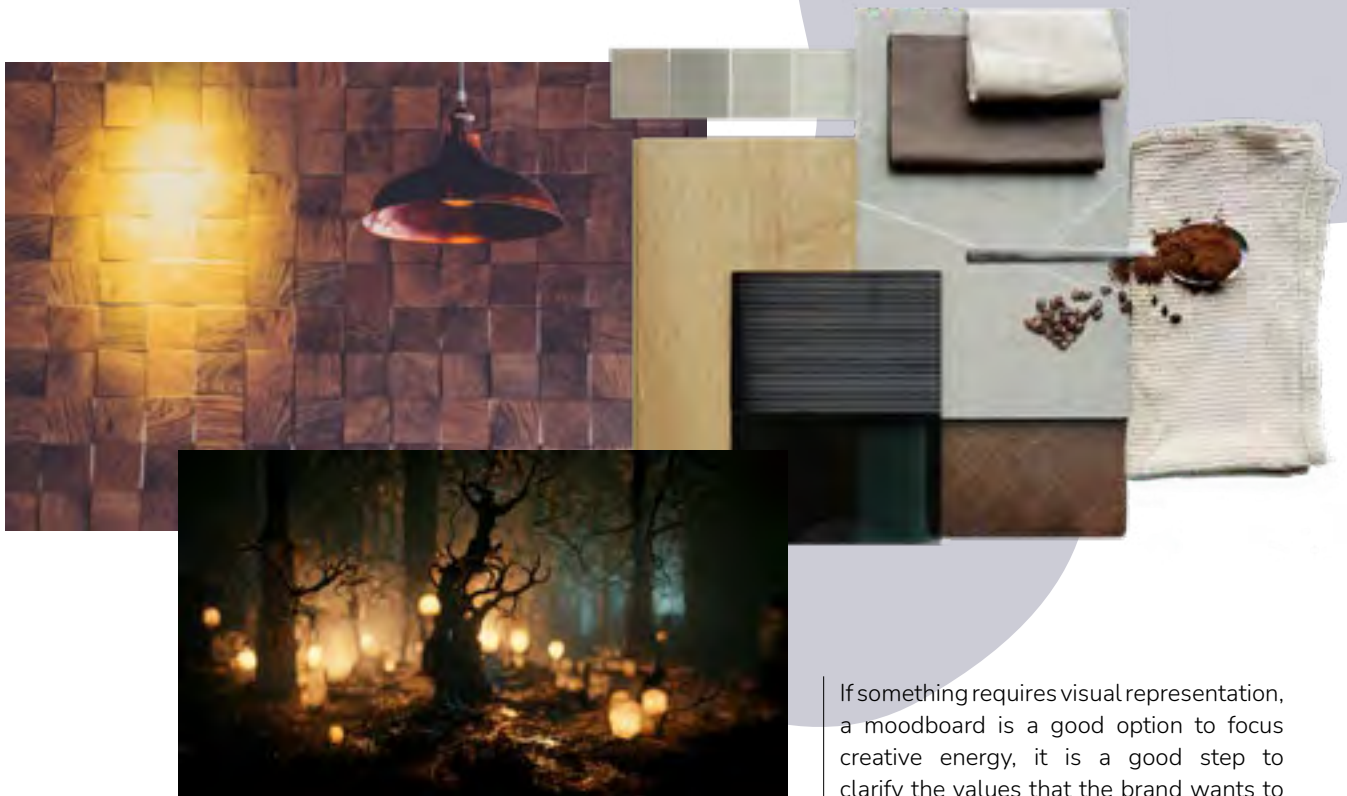
THE MOODBOARD SHOWS YOUR SOURCES OF INSPIRATION

If something requires visual representation, a moodboard is a good option to focus creative energy, it is a good step to clarify the values that the brand wants to show when translating the concepts into images. An analogy that may work is that it is visual brainstorming.

Finally, we reiterate that, although we are talking about a creative exercise, the moodboard is not a meaningless or chaotic collage, on the contrary, it is a tool that brings harmony, that directs inspiration towards a specific territory.

7 | Colors

There are many ways to use colors when managing a brand, so the relevant guidelines for this visual resource are necessary. Again, it depends on the style of the brand, but in general, it is advisable not to abuse the colors, decide the ones you are going to use and focus on them. The colors chosen must evoke the emotions that represent the brand and that empathize with your buyer persona.

Depending on its use, there are different ways to establish the corresponding values for reproduction on screens or under a printing system.

1 PANTONE.
The PMS (Pantone Matching System) system of the Pantone brand establishes a code of 1100 standardized colors that guarantees that the same color is spoken everywhere. The code is made up of a unique number and a letter.

2 RGB.
This system is based on the primary colors (Red, Green, and Blue) and is used with web pages, mobile applications, and corporate videos since systems that form images through light rays are present.

3 HEX ENCODING.
Easily expresses a specific color from the RGB scale, using hexadecimal notation (six digits), as in HTML. The hexadecimal color code is expressed as values that tell the screen how many colors to display. This is a special code that represents color values from 0 to 255.

4 CMYK
The CMYK color mode is a four-color system, its name comes from the acronym for the colors cyan, magenta, yellow, and black [Cyan, Magenta, Yellow, Key (black)]. This system is mainly used at the printing level, designers and marketing agencies should be familiar with it to indicate the color combination when printing any advertising item or for other purposes in order to use colors correctly. Of the brand.
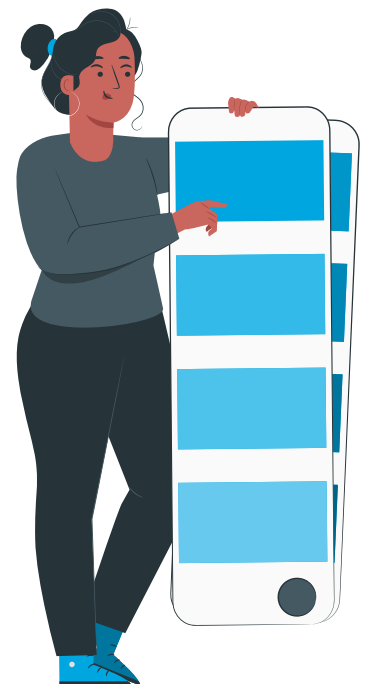
8 | **Voice and style**

We have primarily addressed the visual aspect of the manual, how they will see the company, however, you must also decide how the brand is going to convey its messages.

We said before that a brand manual necessarily reflects the personality of your business and there are as many personalities as there are individuals, therefore finding the right tone that relates to the essence or personality of your brand is essential.

YOUR BRAND IS LOOKING FOR A VOICE AND A TONE

The voice that will come out of your brand manual can be formal if your services require a certain etiquette, it can be technical, but it can also be youthful, playful, or irreverent, it all depends on the personality and tone that you decide to give it. The messages of your brand are related to your buyer persona, the semi-fictitious representation of your ideal client, someone looking for a product or service that covers a need and complements the brand's purpose.

The style manual must be addressed to that person and, as in the graphic aspect, there must be consistency so that an unmistakable voice is heard whenever your brand is discussed.

The tagline, copy, and slogans must be recognizable and belong to the same voice. Internal and external writers must follow the same style guide whenever they "speak" for the brand.

9 It should not be done...

The brand manual includes guidelines for the appropriate use of the visual elements and values associated with your product or service. However, it is also relevant to specify the improper cases, the "NO", that is, to anticipate the probable incorrect uses of the brand.

It becomes a necessity to add a section with incorrect uses that will be equally useful to the design team and will avoid setbacks and rework. It can warn of problems such as avoiding shadows, and inclinations and choosing the wrong colors.

In the same way, as with the visual elements, you can set standards that pay attention to your tone of voice: do not exaggerate in formality or, at the other extreme, be disrespectful, clarify the exact register of your sense of humor, the technical level of the messages. In the editorial line of the brand there are also incorrect uses and verbal communication is very delicate. For example, an inappropriate message on social networks can cause great damage by going viral, in these cases, a guide that regulates the content associated with the brand is very useful.

YES

NO

11 | # Conclusions

The brand manual must guarantee the conceptual and graphic unity of the logo and any visual element that is related to the company, in short, the brand manual:

- Standardizes or unifies the visual components and verbal messages.

- Establish correct and incorrect uses for the brand to communicate its messages and values.

- It supports the graphic guidelines applicable to the different printed and digital platforms while preserving the coherence between the visual identity and the corporate identity.

- Save time and coordinate the efforts of collaborators from the different teams and external collaborators so that they achieve adequate graphic management of the brand.

We hope that this content has been useful to you in deciding how you want to present your brand to the world and has given you the impetus to create your brand manual.

At Play.Interactive® we create useful content that will help you make the right decisions when it comes to showing your brand to the world. We want to encourage you with this information so that you can prepare your brand manual.

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