



## The Seven Elements of a Design Guide

Having a design guide for your business is a good strategy for keeping a uniform and manageable look and feel for your brand. Keep it simple and easy to maintain so that your brand's look sticks in the minds of all who come across it. Also be sure to communicate your design guide to all who may be involved in using elements of it for your business. Having everyone on the same page will ensure a streamline process when it comes to using freelancers, online marketers, communications, etc.

### *Some things to keep in mind:*

- Keep your design uniform across all platforms
- Align your design with your business type, as well as the product or service that you offer
- Make sure it is sustainable with regards to time, energy, money and personality

### *7 Important Elements to Use in Your Design Guide:*

1. Keep a uniform social media name or handle
2. Keep your brand's voice consistent in tone across all platforms
3. Think about the grammar and terminology that you want to use for your brand. Keep in mind things like punctuation, emojis and whether you use English or American spelling for content
4. You may wish to use a set format for posts, if this would suit your business type (eg. Heading, text, link, website, hashtags)
5. Uniformity of graphics and visuals. This will include a colour palette, size and types of images as well as fonts to be used
6. Have a strategy in place for how to respond to public comments and questions. If you use a template that says you will get back to the person, be sure to do so on the public forum
7. Be sure to have a strict set of rules for the use of your logo. Have a few set and standard versions of your logo with different backgrounds etc. Make sure everyone is on board and using the same ones.



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