

○..... STYLE GUIDE TEMPLATE○

Your brand includes the look, tone, and feel of your business. Use this style guide to create a clear, concise, and consistent brand and experience for your customers.

ABOUT YOUR BUSINESS

What is your product or service? → Home organizing

I help people get organized by creating peaceful and functional spaces in their homes.

What is the problem that you solve?

For help on this, refer to: <https://www.businessboutique.com/2017/06/the-one-thing-all-businesses-must-have/>

I help you organize those spaces in your home that you use and go to often, but typically neglect in terms of tidiness and beauty. I take away that feeling of stress and dread you get when you look under your bathroom sink or open your closet, and I recreate the atmosphere of that space so that you actually feel peace and joy when you look there.

What is your unique position?*

I'm all about the presentation. I bring peace and beauty to spaces in the home that are typically neglected.

Who is your ideal customer?*

A woman who places value on the appearance of her home, and who already spends money to make her home beautiful, but who is clueless when it comes to organizing and beautifying the "everyday" things.

BRAINSTORMING YOUR BRAND

What are your brand's adjectives?*

- peaceful, calm, breezy, simple
- hopeful, encouraging, inspiring, cheerful
- beautiful, professional, feminine, classy

*For help with these items, refer to Chapter 14 in *Business Boutique* or Episode 2 of the *Business Boutique Podcast*.

THE LOOK OF YOUR BRAND

Tip: Search for imagery that feels like your brand to get inspiration.

What three colors do you want to represent your brand, starting with a dominant color?

Example:

Light blue, coral, warm grey

1. light purple / lilac / lavender
2. aqua / turquoise
3. cool gray and/or gold

What are three font styles that feel like your brand?

Tip: Go to fonts.google.com to get inspiration.

1. HEADLINE: script?
2. Subheadline: sans serif?
3. Body copy: sans serif?

What is your photography style?

Example:

Light, clean, candid

THE TONE OF YOUR BRAND

What words or phrases do your customers use to describe their fears or problems?

Example: "I'm not
business-minded."
"I don't want to
be pushy." "I feel
overwhelmed."

What words or phrases do your customers use to describe their motivations or desires?

Example: "This gives me energy."
"This is time just for me." "I want
to be home with my kids more."

What key words connect with your customers?

Example:
passion, ideas, gifts

- "bring peace to your home"
- "create a beautiful, functional space"
- "You'll have a photo-worthy closet that you'll want to keep tidy."

What key words turn off your customers?

Example: formal
business terms such as
"capital," "investors,"
"incorporate"

- "tackle all your clutter"
- "conquer the chaos and mess"
- "Get rid of those bad habits and pick up after yourself."

THE EXPERIENCE OF YOUR BRAND

What do you want your customers to feel when they interact with you?

Example: warm,
invited, supported,
encouraged,
and hopeful

comfortable, confident, hopeful, encouraged,
at peace, inspired