

Visual Style Starter

Document the system behind how your brand looks

Your visual style is the combination of colours, typography, imagery, and graphic elements that makes everything you produce feel like it belongs together. Use this guide to document your system so anyone creating content for your brand is working from the same reference.

1. Colour palette

Record your brand colours here. Include all values so your colours can be reproduced consistently across print and digital.

Colour role	Swatch	HEX	RGB	CMYK
Primary colour				
Secondary colour 1				
Secondary colour 2				
Neutral / background				
Text colour				
Accent / highlight				



2. Typography

Document your font choices and how each one is used. Consistent typography is one of the easiest ways to create a professional, cohesive look.

Use	Font name	Weight / style used
Heading font <i>Used for titles and headlines</i>		
Body font <i>Used for paragraphs and body copy</i>		
Accent font <i>Used sparingly for quotes or highlights</i>		

3. Imagery rules

Set clear rules for how photography and illustration are used in your brand. The more specific you are, the more consistent your visuals will be.

Rule	Your guidelines
Overall mood <i>How should images feel?</i>	
Subjects <i>People, products, places, abstract?</i>	
Colour treatment <i>Filters, tones, editing style?</i>	
Composition <i>Close-up, wide, flat lay?</i>	
What to avoid <i>Stock clichés, certain styles?</i>	



4. Graphic elements

Note any recurring graphic elements that form part of your visual system, such as patterns, icons, textures, shapes, or borders.

5. Brand feel in three words

If your visual style had to be described in three words, what would they be? Use these as a quick sense check when reviewing new materials.

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Share this guide with anyone who creates content for your brand. If someone covered your logo, would people still know it was you? That is the goal.