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How To Style Your Brand How to Style Your Brand will ensure you get your branding right, first time. In How to Style Your Brand, Fiona shares with you the secrets behind using colour to create an emotive connection; how to use pattern and illustrations to add character and personality and how to carefully select typefaces that add a distinctive and intentional edge to your designs. How to Style Your Brand: Everything You Need to Know to ... Covering everything from brand colors and font, to voice and website design, How to Style Your Brand is a great introduction to the branding process. Although the book is just skimming the base level of the branding process, Fiona

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does do a wonderful job explaining the process from start to finish and gives you a few homework assignments along ... How to Style Your Brand: Everything You Need to Know to ... How to Style Your Brand will ensure you get your branding right, first time. Drawing on her experience from developing hundreds of brand identities for companies worldwide, Fiona's tried and tested framework will give you the clarity, confidence and creative know-how to create a brand identity that wins you business. How to Style Your Brand: A Sneak Preview — The Brand ... By creating a detailed brand style guide, you ensure that your published content is consistent, polished, recognizable, and more enjoyable. A thorough, well-thought-out style

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brand story. Every great brand is driven by a compelling brand story.

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Brand story aside, your logo is the most ... How to Create a Brand

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... Most of us understand the importance of having a smart and professional logo, website and

business card. But if you want to realise the true potential of your

brand then you need a brand identity that's more than smart. You

need something that shows your personality, evokes the senses and

captivates your clients. How to Style Your Brand Part 1: The

Absolute Essentials ... Your brand

should sound and look a certain way. In an ideal world, you'd have

one person constantly writing

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everything your brand needs, but most of the time that's not possible. Giving the writer you have on hand guidelines for how they should dictate your brand will help avoid any instances of sounding off-brand. Create a visual style guide for your brand - Learn Establish the Typography. Typography portrays a very tangible sense of character for your brand. The different sizes of your Headings, the amount of spacing between them, and the style of the typeface all lend a particular tonal quality to your website. You can learn more about establishing your brand's typography. How to Create a Website Style Guide for Your Brand Express your brand personality with high-impact visual content marketing you create

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published writer. Tania combines her 18 years' experience as a fashion designer with her intuitive approach to style, helping professionals create a look that captures their unique personal brand message.

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