

A top-down view of a desk. In the top left, there are several pink roses with green leaves. To their right is a silver laptop with a black keyboard. Below the roses is a spiral-bound notebook with lined pages. In the bottom right corner, a white smartphone is visible. A hand holding a silver pen is writing on the notebook. A large, semi-transparent pink rectangle is centered over the image, containing the title text.

THE Blissful Biz
HIVE

CREATE YOUR STYLE GUIDE WORKBOOK

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WORKBOOK

This workbook has been designed to help you create a definitive and consistent style for your brand. When you're finished, keep your style guide handy so that you can reference it over and over again to build a truly awesome brand.

#1 Define your tone of voice

When people think about your brand, what feelings or thoughts do you hope to invoke?

Alive	Energetic	Luxurious
Amazing	Entertained	Magical
Ambitious	Excited	Nourished
Animated	Feminine	Optimistic
Appreciated	Fun	Passionate
Awestruck	Gentle	Peaceful
Blissful	Happy	Relaxed
Calm	In the flow	Safe
Compassionate	Inspired	Serene
Delighted	Intimate	Sexy
Earth	Jubilant	Soft
Educated	Lighter	Thoughtful
Empowered	Loved	Upbeat

Choose 3 feelings:

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#2 Select your fonts

Here is a selection of font combinations:



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Select three fonts that reflect your brands personality:

Heading font

Subheading font

Text font

Select the main color for your brand. Make sure to include the hex code.

Select 2-3 accent colors

Select 2 background colors

Photography

What types of photos will you use on your website? Will they be dark and moody? Bright and fresh? Something else?

WORKBOOK

I created a template in canva.com that you can use to create your own style guide. You need a free account for canva to access it.

1. Sign up at www.canva.com if you don't have an account yet (it's free)
2. Open the design by clicking the link below
3. Click on "File" found on the status bar.
4. Select "Make a copy". This will open a new window with the copy of your design saved to their account.
5. Start editing

[OPEN TEMPLATE IN CANVA.COM](#)

