



THE Blissful Biz
HIVE

CREATE YOUR STYLE GUIDE

WHAT YOU'RE GOING TO DISCOVER

- ❖ What the heck is a style guide and why you need one
- ❖ My 5-step branding process
- ❖ How to bring it all together and create your style guide

WHAT IS A STYLE GUIDE?

- A style guide is a document where you summarize the style elements of your brand, including your logo, the colors and fonts you use.
- Without a style guide, it's easy for your brand to become a little "all over the place".
- Your style guide is a concrete way to hold up everything you do in your marketing communications to a consistent standard.

WHOLE UNIT LOGO COLOUR

7

Black and warm grey (primary options)
The roundel and Argento must always be black, only the drop shadow behind Argento is Pastelne Vienna Grey 4.

Black only
Pastelne Vienna Grey 4.

When CMYK has to be used, use C=0, M=0, Y=0, K=100 in place of Pastelne Vienna Grey 4.



ARGENTO

MENDOZA · ARGENTINA

Black					Pastelne Warm Grey 4					
Process	C	M	Y	K	Process	C	M	Y	K	
	0	0	0	100	%	0	4	9	94	%

MONOCHROME AND WHITE OUT

8

Monochrome
When monochrome is used, then all elements are to be 100% black.

The grey Argento drop shadow
should be removed due to insufficient legibility.

This form of the logo must only be used against background colours light enough to build enough contrast to maintain legibility. All rules of monochrome also apply when the roundel or Argento name is used alone.

All rules of monochrome also apply when the roundel is used alone.



ARGENTO

MENDOZA · ARGENTINA

White out
When white out is used, the roundel and text is inverted to white and the drop shadow removed as shown.

This form of the logo must only be used against background colours strong and dark enough to build enough contrast to maintain legibility.

All rules of white out also apply when the roundel is used alone.



ARGENTO

MENDOZA · ARGENTINA

ROUNDEL LOGO SIZES

10

Logo A
When the roundel is used independently, then use over 12mm.

Minimum width size



Maximum width size



No maximum size for Logo A roundel

Logo B
When the roundel is used independently, then use between 6mm to 8mm.



Logo C
When the roundel is used independently, then use between 4mm to 6mm.



LOGO SIZES

11

There are three versions of the Argento logo for use at different sizes. The relationship between the two or three elements of the logo must be the same as shown for all versions.

Logo A
For use over 10mm wide as a whole unit.

Minimum width size



Maximum width size



No maximum size for Logo A

Logo B
For use between 6mm to 10mm wide as a whole unit.

Minimum width size



Maximum width size



LOGO

Namaste

FONTS

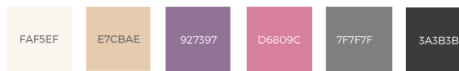
JULIUS SANS ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz

COLOR PALETTE



PHOTOGRAPHY



#1

DEFINE YOUR
TONE OF VOICE

“

*“BRANDING IS WHAT PEOPLE SAY
ABOUT YOU WHEN YOU’RE NOT IN
THE ROOM.”*

- JEFF BEZOS





TASK

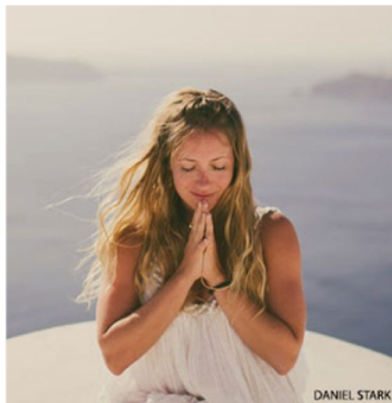
Choose 3 words how you want your ideal customer to feel when he or she comes across your website.

#2

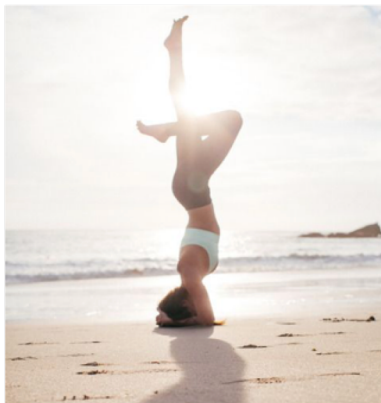
CREATE A
MOOD BOARD



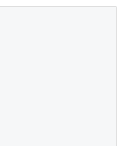
DREAMS
CAN COME TRUE IF WE
HAVE THE COURAGE TO
PURSUE THEM.



DANIEL STARK



Positive - Calm - Free - Inspired - Blissful



HOW TO CREATE YOUR MOOD BOARD

- You can create a secret board on Pinterest or collect images from the web in a folder and copy them into a document.
- Have a look at your images and see if a theme appears. Are there certain colors that you're drawn too? Special elements or styles?
- Edit your board until you only have images that reflect you and your brand and that show what you want your audience to feel.
- Brownie points if you print it out and put it on your wall!

#3

PICK YOUR
BRAND COLORS

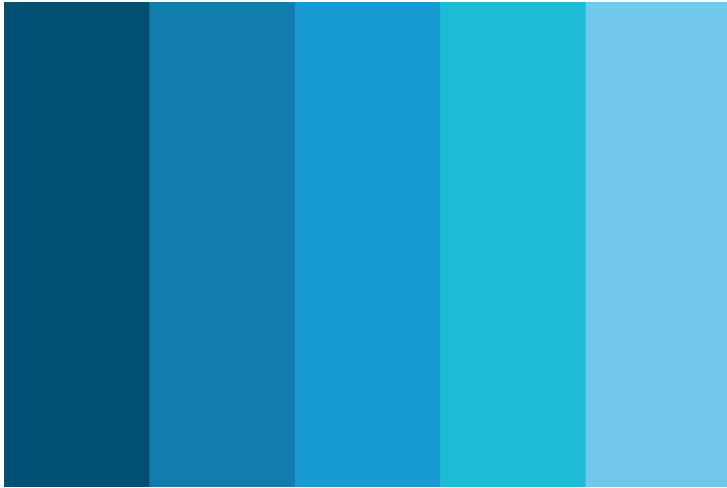
HOW TO CHOOSE A COLOR SCHEME

- Choose the right dominant color for your website and brand.
- Combine complementary colors to create your perfect color scheme.
- Choose some background colors.
- Keep it simple.

YOUR DOMINANT COLOR

- The dominant color is your brand color – like the fire engine red for Coca-Cola.
- This color will help bring out certain emotions or feelings when people arrive on your website – just like passion, excitement, boldness and love for Coke.
- This is the color that you want your audience to remember when they think of you.
- Only use your dominant color in a limited number of places where you want your website visitors to pay attention to

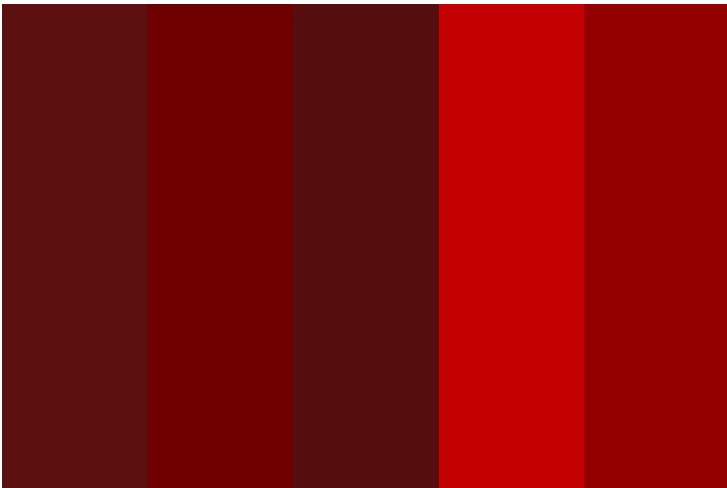
BLUE



- Represents trust, security, stability, peace and calmness
- Often used in businesses to create sense of security and trust in the brand
- Preferred color by both men and women



RED



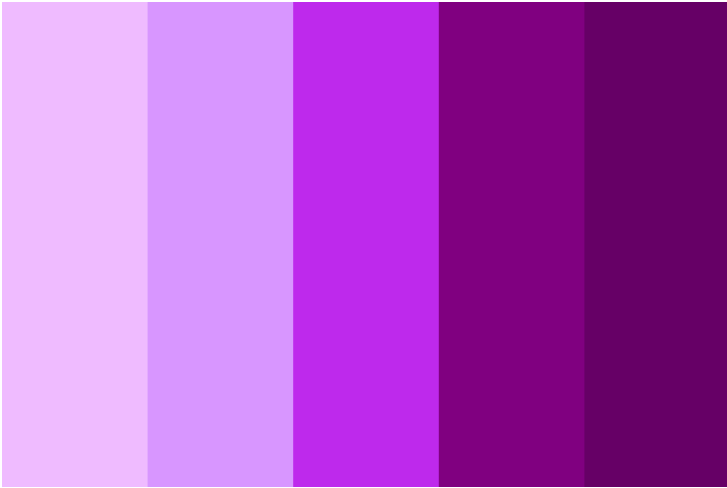
- Represents passion, energy, urgency, excitement, vibrancy and danger.
- Often used to create urgency for people to buy. Effective in triggering strong emotional reactions.
- Restaurants use it to stimulate appetite.

Coca-Cola

H&M



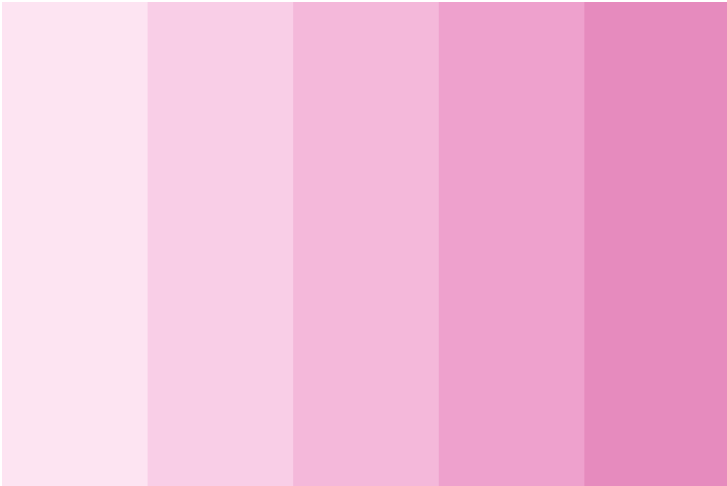
PURPLE



- Represents royalty, wealth, success and wisdom
- Often used in beauty and anti-aging products
- Purple has a soothing and calming effect on people



PINK



- Represents feminine, sweetness, innocence, fertility and romance
- Often used to market to women and young girls

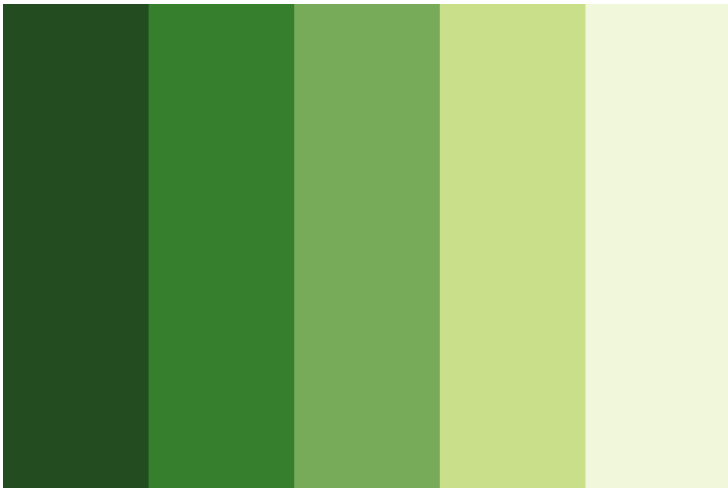
PINK
VICTORIA'S SECRET

Barbie™

lyft

T

GREEN



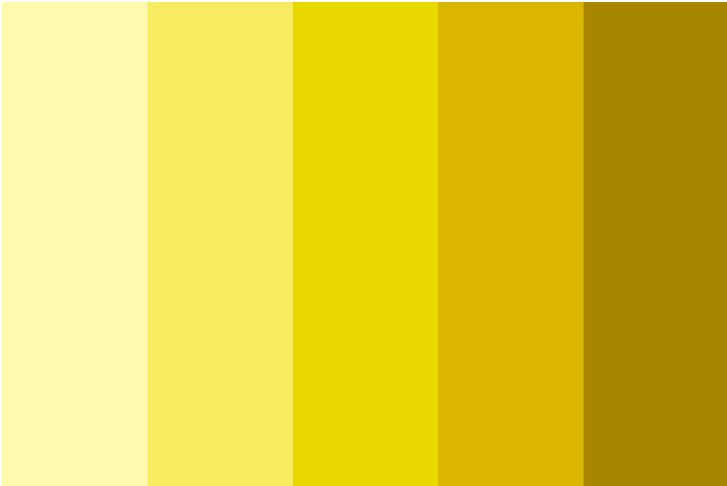
- Represents wealth, health, tranquility and nature
- The easiest color for the eye to process, so it has a relaxing effect
- Green is the No. 2 most preferred color by both men and women

Tropicana

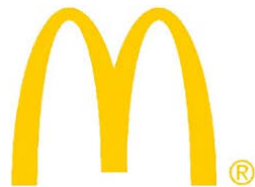
**WHOLE
FOODS
MARKET**

GREENPEACE

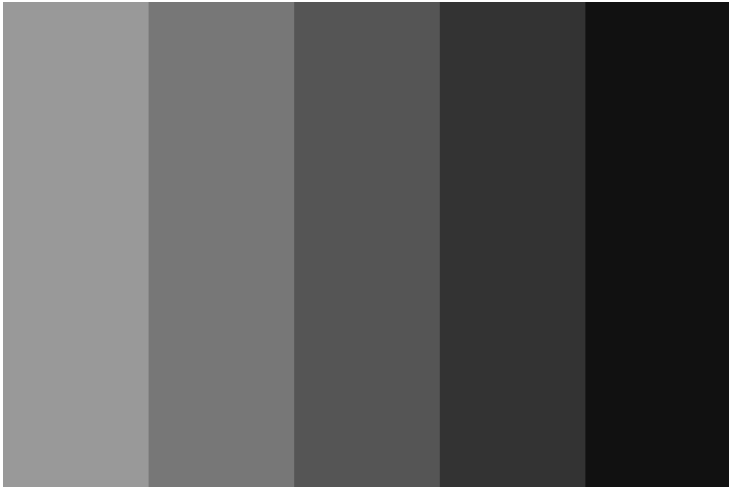
YELLOW



- Represents youthfulness, optimism and cheerfulness.
- Often used to grab the attention of the audience.
- Yellow can put strain on the eyes and is difficult to contrast with white, so use it sparingly.



GREY



- Represents simplicity, calm, futuristic and logic
- Lacks emotion and is associated with technology, precision, control and competence



Mercedes-Benz

BLACK



- Represents power, luxury, sophistication and elegance
- Often used to market luxury brands and also more masculine brands like gyms



YOUR ACCENT COLORS

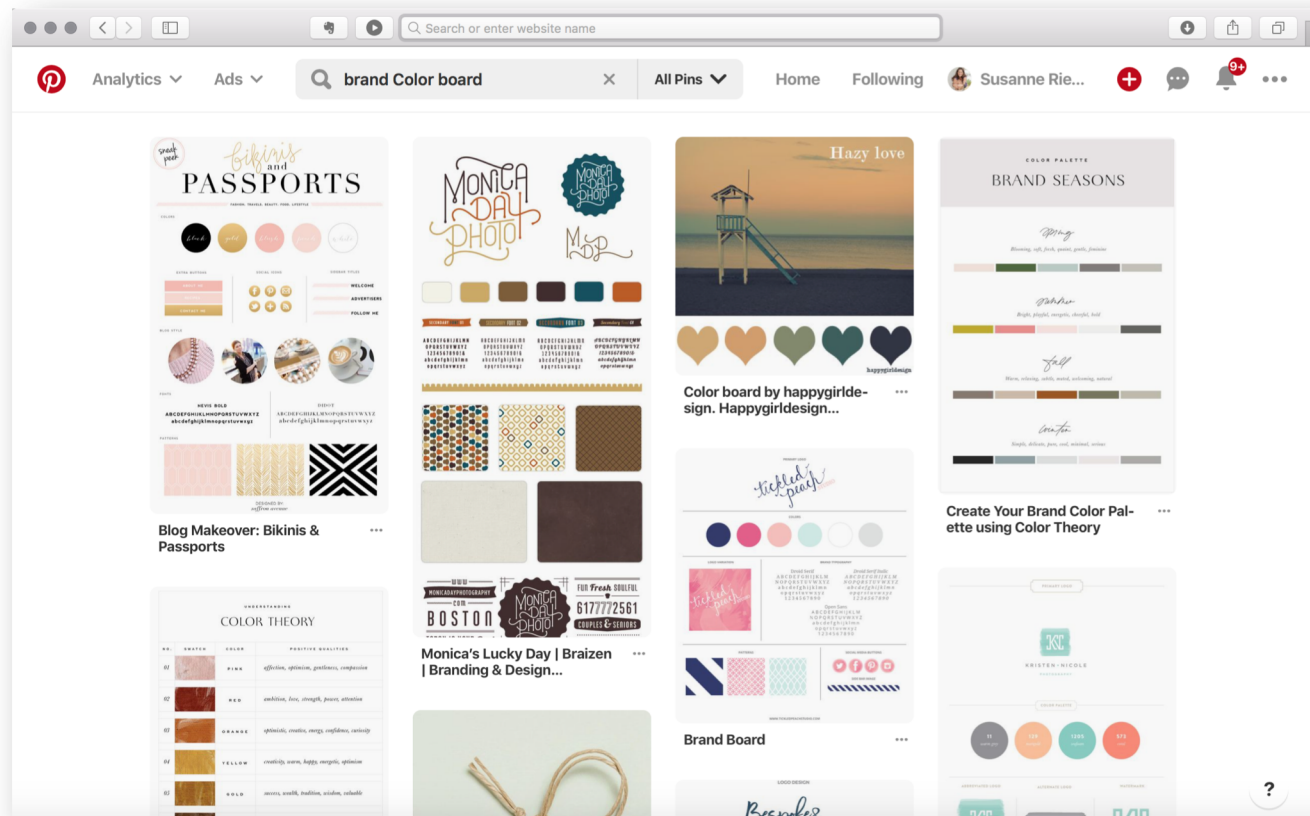
- To make your design more interesting, you need accent colors to highlight attention-worthy parts like subtitles or buttons.
- These are content items that are not the main focal points of your website, but you still want them to stand out.
- Try to limit yourself to 2 accent colors. If there are too many accent colors, they will create too many focal points that may confuse your visitors.
- You can also choose a color to use for your copy, like black or a variation.

YOUR BACKGROUND COLORS

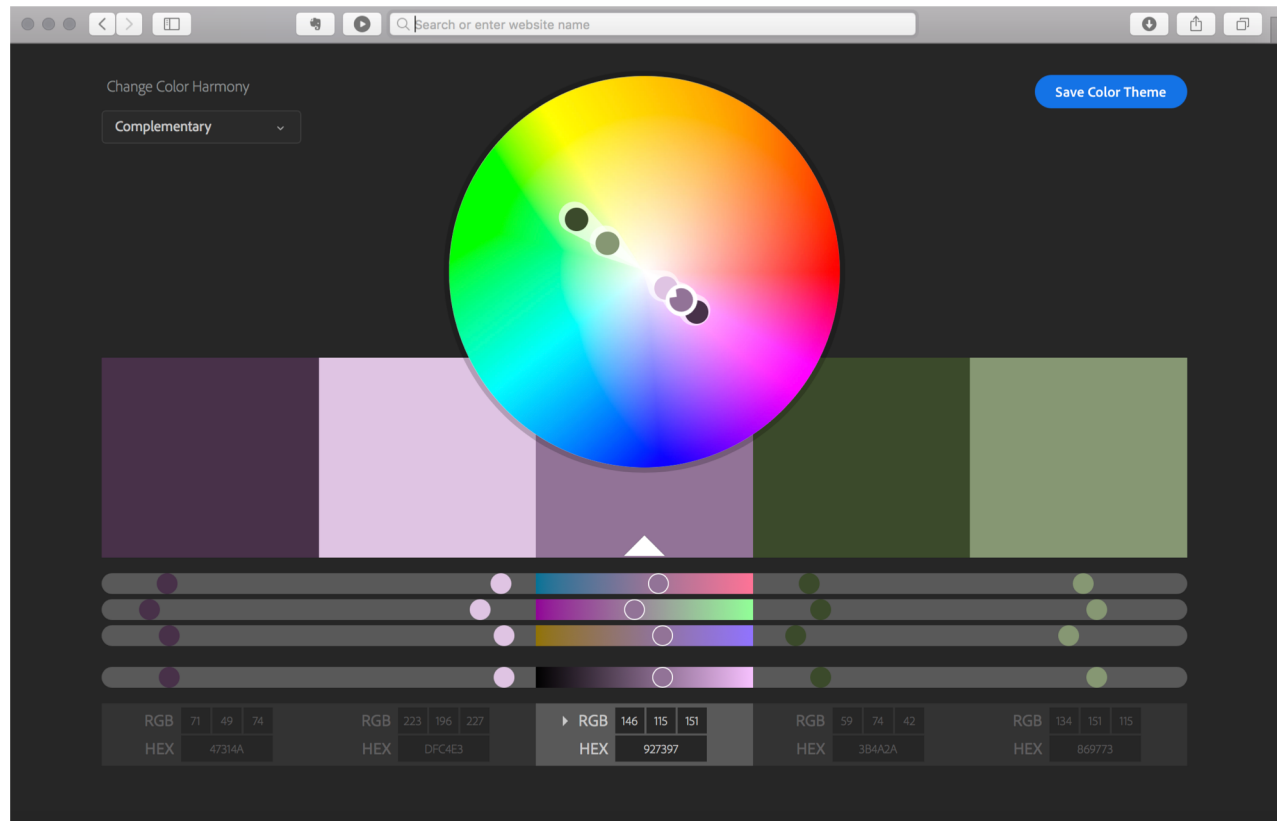
- Choose 2 background colors that compliment your main colors.
- The focus should be on your content or products. The background color is only a backdrop to help make the content more visible and readable – never choose a background that makes your text hard to read.
- I recommend very light background colors like white and a soft grey or pink.

TOOLS TO HELP YOU FIND YOUR COLORS

SEARCH PINTEREST

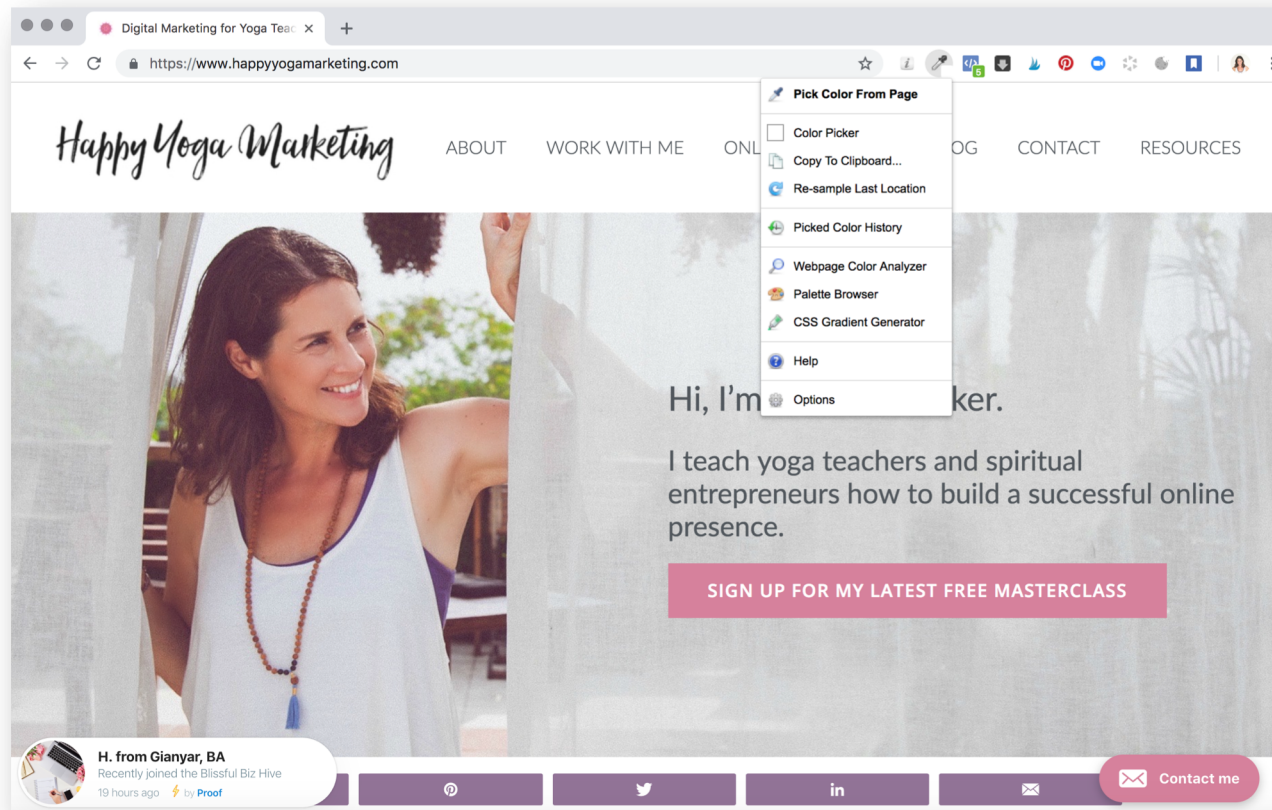


FIND MORE COLOR SHADES



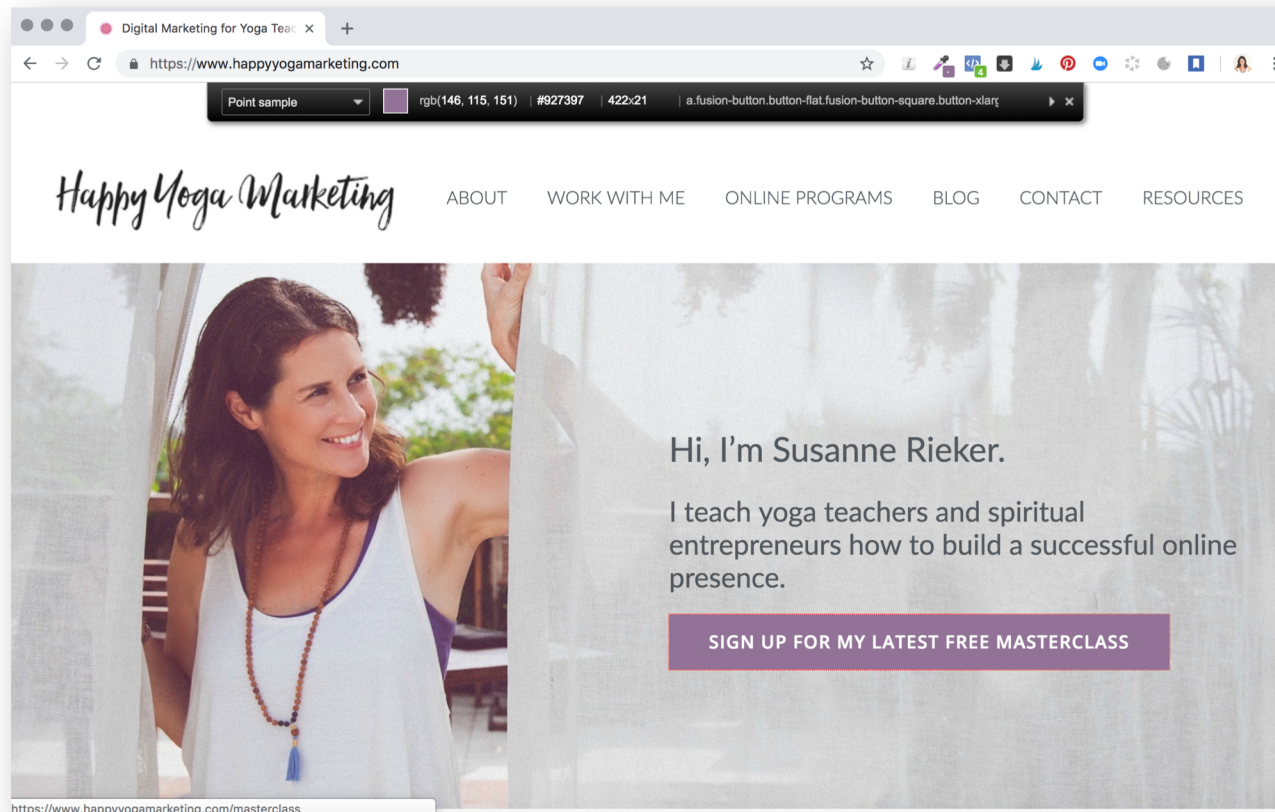
<https://color.adobe.com/create/color-wheel>

PICK COLORS FROM OTHER WEBSITES



<https://chrome.google.com/webstore/detail/colorzilla/bhlhnicpbhignbdhedgjhgdncnmhomnp>

PICK COLORS FROM OTHER WEBSITES

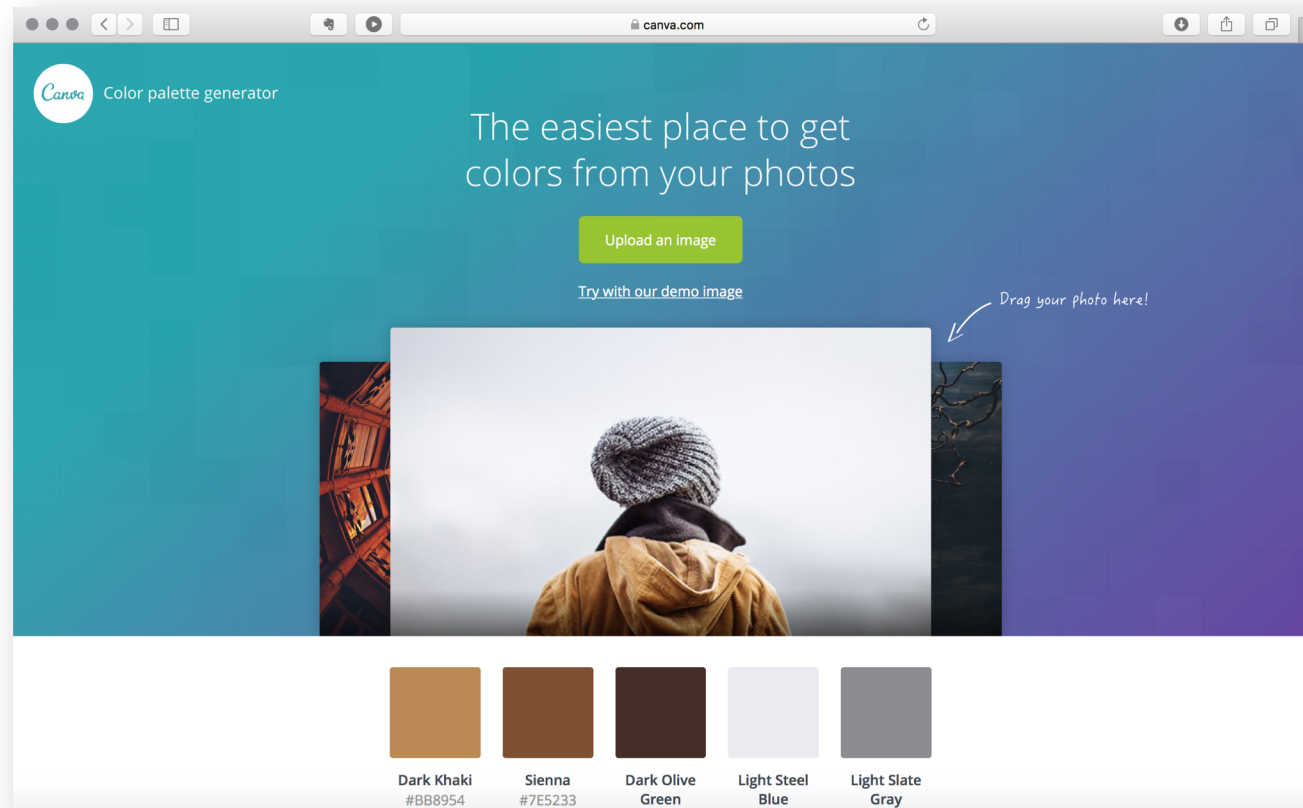


<https://chrome.google.com/webstore/detail/colorzilla/bhlhnicpbhignbdhedgjhgdocnmhomnp>

WHAT IS A HEX CODE?

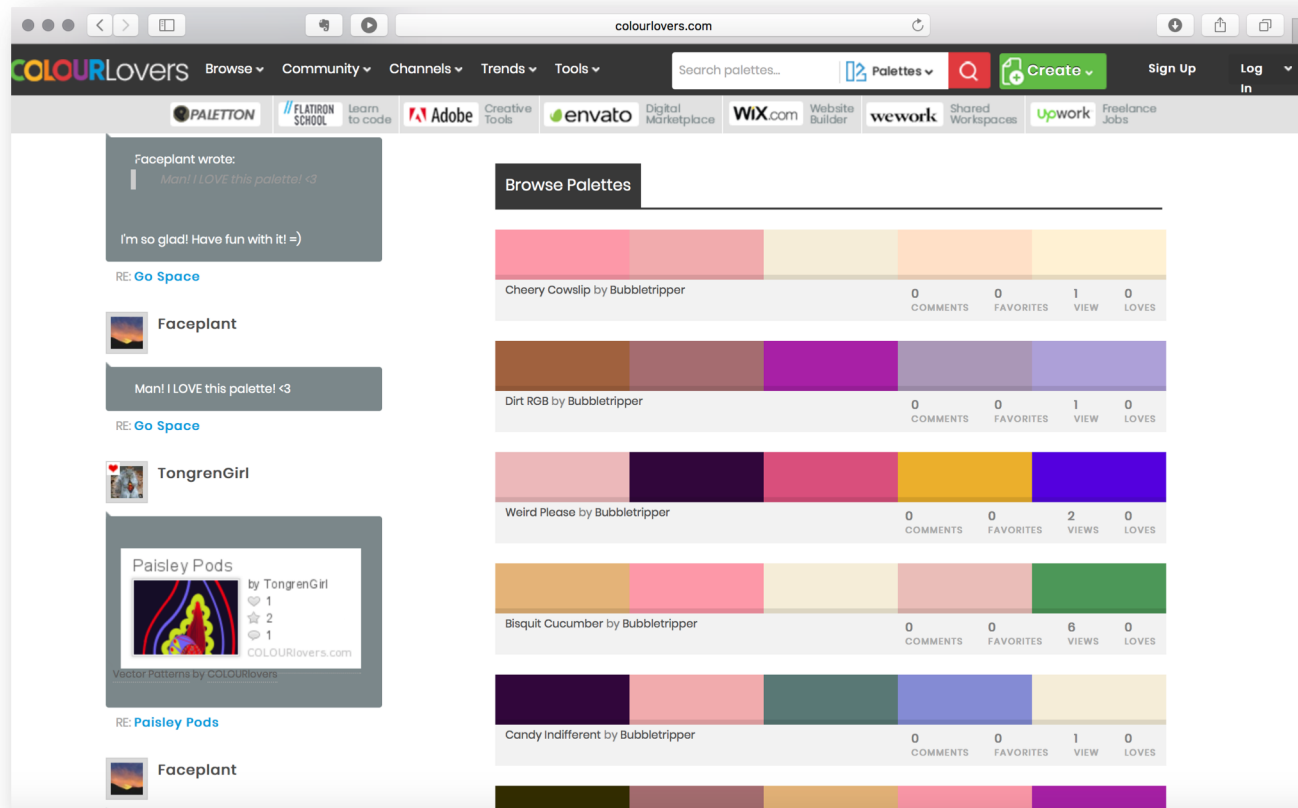
- A hex code is a way of specifying color using hexadecimal values.
- The code starts with a pound sign (#) and is followed by six hex values or three hex value pairs (for example, #AFD645).

UPLOAD AN IMAGE TO CANVA



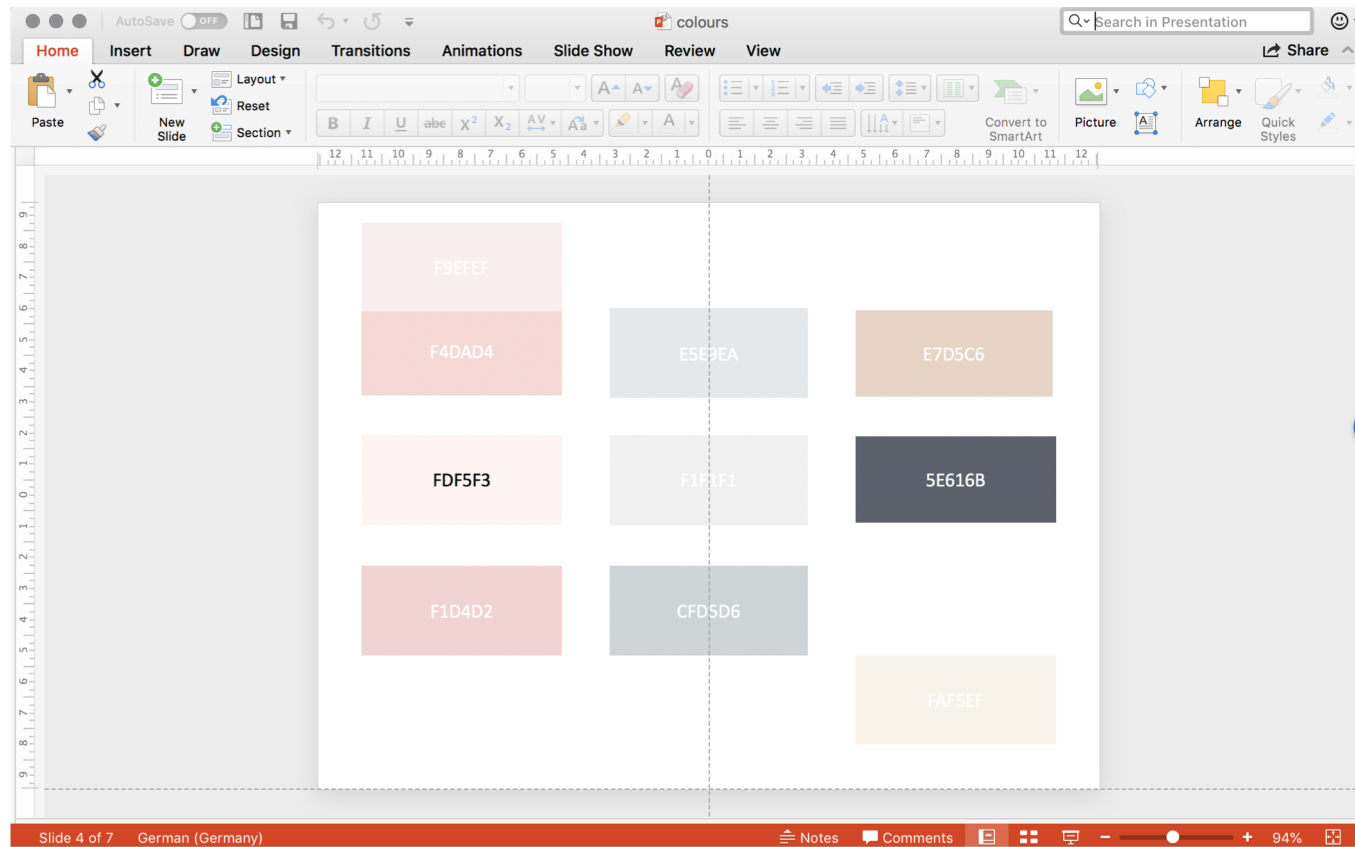
<https://www.canva.com/color-palette/>

BROWSE COLOUR PALETTES



<http://www.colourlovers.com/palettes>

SAVE YOUR COLORS IN ONE DOCUMENT



927397

D6809C

7F7F7F

3A3B3B

FAF5EF

E7CBAE



GET YOUR FREE MINI GOODIE

Sign up, get your FREE mini guide, and don't miss out on my upcoming retreats and events.

NAME

EMAIL

YEAH, SIGN ME UP

WELCOME

Hi there! Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr. [Read more.](#)



ABOUT ME

Hi there! Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr.



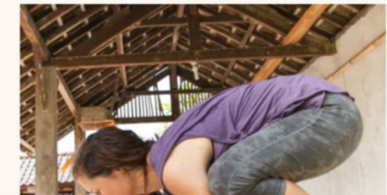
WHAT I TEACH

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

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BIO

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor
- invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum
- Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum
- dolor sit amet, consetetur sadipscing elitr, sed diam nonummy eirmod tempor invidunt ut labore et dolore



#4

CHOOSE YOUR
FONTS

THE FONTS YOU NEED:

1. A font for headings. This can refer to the font in your headlines, your post titles, and perhaps any text that you put on top of your images.
2. A font for subheadings. This font should pair well with your heading font and can be used in less important heading areas, such as your widget titles or as a subheading on your images.
3. A font for your body copy. This is the font you use for your copy on your pages and anywhere else where you include multiple lines of text.

CHOOSE FONTS THAT ARE EASY TO READ

- In general, Sans Serif fonts (such as **Arial** and **Verdana**) are easier to read online than Serif fonts (such as **Garamond** or **Times New Roman**).
- Use **comic fonts** or fonts that look like hand-written very sparingly.
- Choose a versatile font for your copy that comes in a variety of weights (such as regular and **bold**).

JULIUS SANS ONE

JULIUS SANS ONE

Open Sans: Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.

A computer monitor with a black bezel and a grey stand. The screen is light grey and displays the word 'RALEWAY' in a large, bold, black sans-serif font. Below it, the word 'RALEWAY' is repeated in a smaller, regular, black sans-serif font. Further down, there is a paragraph of text starting with 'Roboto:'.

RALEWAY

RALEWAY

Roboto: Far far away, behind the word
mountains, far from the countries Vokalia
and Consonantia, there live the blind texts.



LORA

LORA ITALIC

Lato: Far far away, behind the word
mountains, far from the countries Vokalia
and Consonantia, there live the blind texts.

Playfair Display

Playfair Display Italic

Montserrat Light: Far far away, behind the word
mountains, far from the countries Vokalia and
Consonantia, there live the blind texts.




MONTSERRAT

AMATIC SMALL CAPS

Montserrat Light: Far far away, behind the word
mountains, far from the countries Vokalia and
Consonantia, there live the blind texts.



A computer monitor with a black bezel and a grey stand. The screen is light grey and displays the text 'Lato' and 'Lato Italic' in a large serif font. Below that, a paragraph of text in a smaller serif font is shown.

Lato

Lato Italic

Droid Serif: Far far away, behind the word
mountains, far from the countries Vokalia and
Consonantia, there live the blind texts.

WHERE TO GET FONTS

- Canva has a lot of fonts to choose from and you can also upload your own (though not on the free account).
- Google Fonts are free and open source and you can use them in most WordPress themes.
- Font Squirrel is another option to get free fonts.
- Creativemarket.com is a cool shop to get accent fonts.

#5

CHOOSE YOUR
LOGO (OR CREATE
IT YOURSELF)

CHOOSE YOUR LOGO

- Your logo should reflect your brand's identity and purpose, not just your personal taste and preferences.
- Be aware where you want to use your logo. On a flyer, you'll have a lot more space than in a header on your website. Don't forget to test your logo on small screens like your mobile phone - can you still read the text?
- I recommend keeping your logo clean and simple - even if you like to have a more flourishing touch elsewhere.

OPTION #1
GET A DESIGNER

GET A DESIGNER

- To find a designer, ask around between your friends, in Facebook groups, or have a look on a platform like etsy.com for designs you like and contact the designer directly.
- To get the best results, prepare a detailed brief for the designer with examples of logos you like and what you want and don't want. Include your mood board and as many details about you and your background as possible.
- Be careful! This is the most expensive option and you have no guarantee that you'll actually love what you'll be getting!

OPTION #2
BY A PRE-MADE LOGO

BUY A PRE-MADE LOGO

- For as little as 20\$ you can get a beautiful logo that's hand-designed and customized for you on Etsy or Creative Market.



Examples from etsy.com

OPTION #3
CREATE YOUR OWN LOGO

BUY A PRE-MADE LOGO

- You can use Photoshop, Illustrator or canva.com to create a beautiful logo by yourself.
- I simply used a font I bought on CreativeMarket.com to develop my logo with Canva.com.

Happy Yoga Marketing

#6

CREATE YOUR
STYLE GUIDE

CREATE YOUR STYLE GUIDE

- Create one document where you put all your brand elements together so you can see them in one place:
 - Your logo
 - Your fonts
 - Your colors
 - Photos / inspiration / icons / textures...

I created a canva template that you can use to create your own style guide, you'll find the link below the video. Here's how it works:

1. Login to your canva.com account (or sign up)
2. Open the design by clicking the link below
3. Click on "File" in the top menu
4. Select "Make a copy". This will open a new window with the copy of this design saved to your account
5. Start editing.
6. Download as PDF or JPG.

LET'S REVIEW

- Branding is not only about your logo, colors and fonts, but about creating an emotional impact on the people who come to your website. It's about a feeling you convert.
- There's no need to overcomplicate things.
- Choose colors you like, fonts that are good to read and a simple logo and you're good to go.



THANK YOU

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