



# The Style Guide

Let's talk branding

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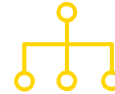
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# Can your potential customers find your business online?

Meet Zoek - a digital marketing agency that offers Search Engine Optimization, Online Marketing, Websites and more!

## WHO WE ARE

"Our mission is to provide small businesses with online marketing solutions that work. We offer front page placement on Search Engines by using the right tools to make them stand out from their competition online."

Kristen Dillon  
Director of Operations

# LOGO

The basic purple version of this logo is the most-used designation of our company. Additional logos differentiate departments which contribute to the environment and atmosphere of our brand and our working spaces. From these elements, the so-called 'look and feel' of the brand emerges.

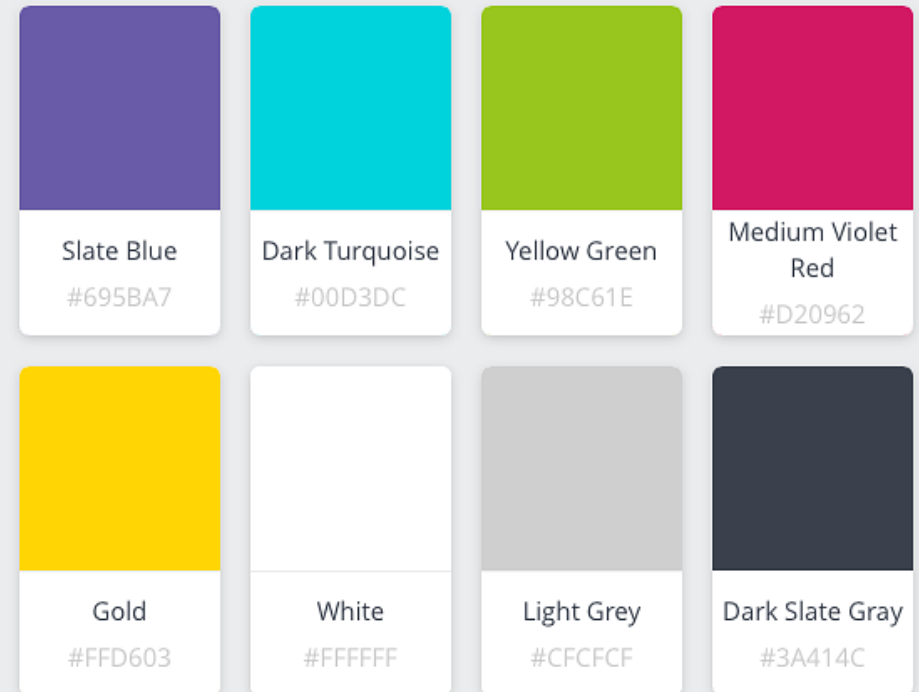


# COLORS & TYPOGRAPHY

Headings are  
Raleway, size 42

Sub-headings are Montserrat,  
size 24

Body text is Montserrat Light, size 16. It should be comfortably readable for long passages. Serifed fonts are widely used for body text because they are considered easier to read than sans-serif fonts in print. Sans-serif fonts are considered to be more legible on low-resolution computer screens.



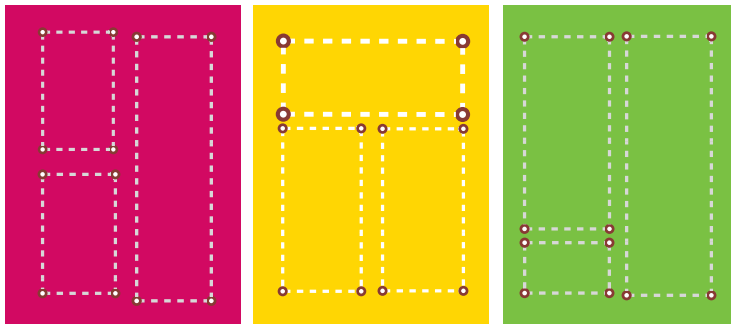
# LAYOUT

## SPACE AROUND LOGO



Leave enough white space around the logo

## GRID SYSTEMS



## APPROVED LOGO PLACEMENT



# AUDIENCE



## PERSONA 1:

Occupation: Business Owner

Location: USA -or- Canada

Gender: Male or Female

Aspirations: Run a successful business

Purchase Motivations: Increasing customer base and, in turn, ROI



# TONE

"Exciting! We're gonna launch our #marketing services soon! Be the first to know and sign up for our newsletter! <http://buff.ly/1XH8IkB> "

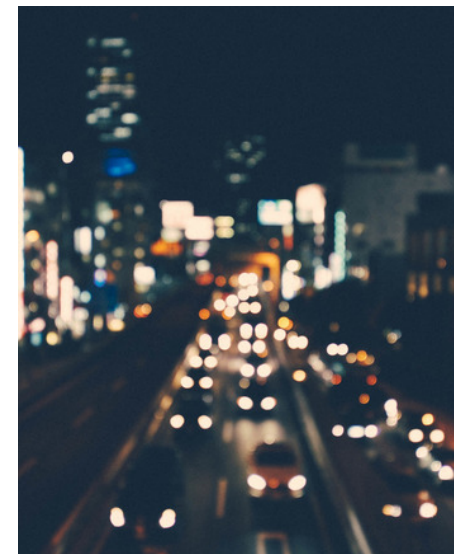
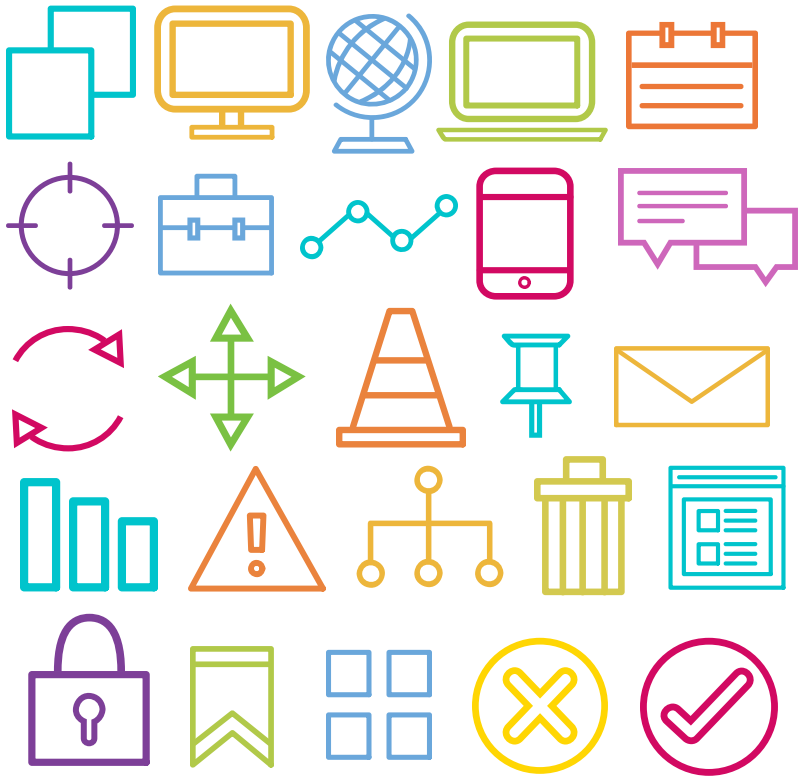
"Which type of posts create engagement? For small business owners, the answer might be different than you'd expect!"

The voice of Zoek is friendly, inviting, and a bit humorous. We stay away from hot-button issues and always try to post helpful content.

We've got so much in store for our fans! Want to be the first to know about our new products when they become available? Just sign up for FREE and we'll let you know! (Oh, and we won't spam you with unnecessary emails, either. Just the good stuff! Promise!)

# SUPPORTING GRAPHICS

## SAMPLE ILLUSTRATIONS



# SAMPLE APPLICATIONS



# DON'TS

1. Change our logo's colors
2. Bend, twist or stretch our logo
3. Lay the logo over busy backgrounds
4. Resize or alter shapes within the logo
5. Use similarly colored backgrounds
6. Change our fonts



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