



# HU Designs

## **Brand Building & Guidelines**

### The Building Blocks of Brand Success

In today's competitive market, building a strong brand is essential for creating trust, recognition, and loyalty among your audience. This guide provides actionable advice on the key components of brand building, including font choice, tone of voice, colour theory, logo usage, and more.

By following these recommendations, we can ensure consistency and impact across all your brand's touchpoints. At HU Designs, we are here to guide you through this process, ensuring each element complements the others to form a powerful and exciting brand representation.



## Font Choice & Typography

### Advice for Font Selection

Choose a primary font that reflects your brand's personality. For example, a clean and modern typeface like **Conduit ITC Pro** works well for brands aiming for a professional and versatile look. Ensure your font is easy to read across both digital and print mediums.

### How to Structure Typography

- **Headlines (H1, H2):** Use bold weights of your font to draw attention. For instance, headlines introducing key sections on a webpage should stand out to guide readers.
- **Body Text:** Opt for regular weights with a comfortable line height, such as 1.5x, to improve readability for paragraphs.
- **Call-to-Actions (CTAs):** Use bold or semi-bold styles and slightly larger sizes. For example, "Buy Now" buttons should stand out with a larger font size and high contrast.

### Quick Tips

- Keep font sizes and weights consistent for similar content types. For instance, all subheadings (H2) should have the same size and weight.
- Avoid using too many decorative styles (e.g., italics, underlines) unless absolutely necessary for emphasis.
- Always prioritise accessibility by ensuring sufficient contrast between text and background colours.



# Tone of Voice

## How to Define Your Brand's Voice

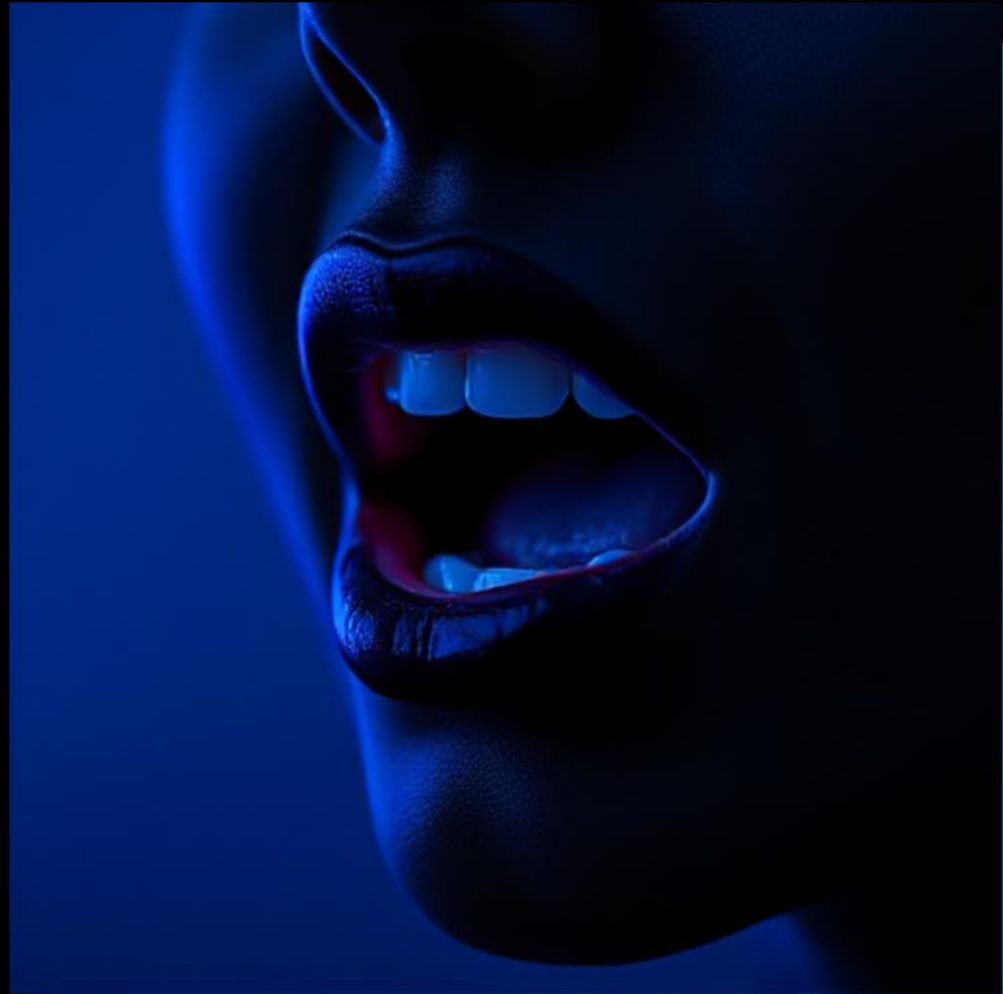
Your tone of voice should reflect your brand's core values. For instance, if your brand is innovative and approachable, use language that is friendly yet professional.

## Practical Tips for Communication

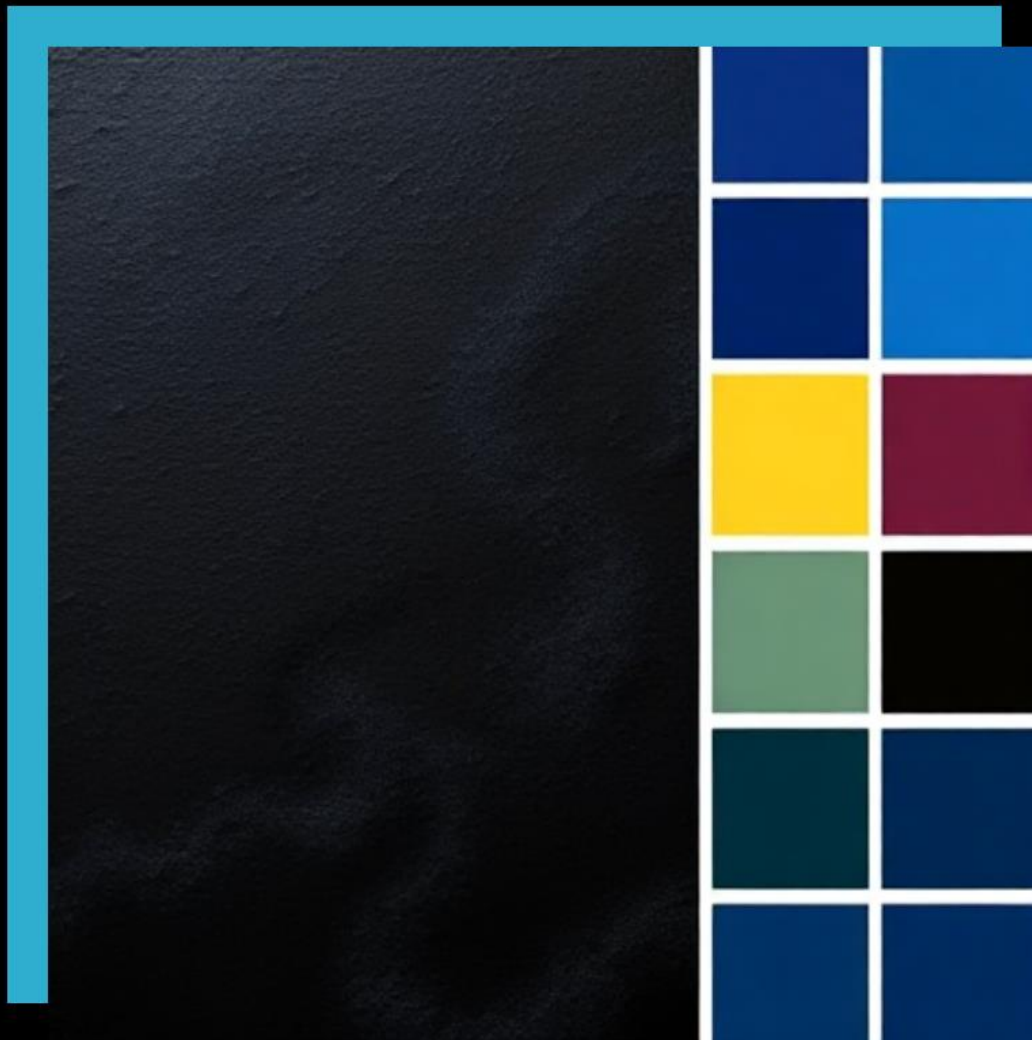
- **Clarity:** Avoid jargon and write in simple terms. For example, instead of saying, "leverage scalable synergies," say, "work together effectively."
- **Empathy:** Focus on your audience's needs. For example, use phrases like "we understand your challenges" in emails or blog posts.
- **Confidence:** Establish authority without arrogance. For instance, "Our product simplifies your workflow" is more effective than "Only our product can do this."

## Application Examples

- **Formal Communication:** In a press release, maintain professionalism while being concise: "We're excited to announce our latest innovation, designed to make life easier for our customers."
- **Social Media:** On platforms like Instagram, be conversational: "Looking for the perfect weekend outfit? We've got you covered! 🍷 "







## Colour Theory & Palette

### What is Colour Theory?

Colour theory is the study of how colours interact and the emotional impact they can have. It helps you choose colours that evoke the right feelings and create a visually harmonious design.

### Advice on Choosing Colours

- **Primary Colours:** Select 2-3 main colours that represent your brand's identity. For example, blue often conveys trust and professionalism, while yellow signifies optimism and energy.
- **Secondary Colours:** Use complementary colours to add variety. For example, pairing a bold blue with a calming green can create balance in your designs.

### Examples

- **Trust and Innovation:** A tech brand might use a palette of blue (#1A73E8) and grey (#606060).
- **Energy and Friendliness:** A lifestyle brand might use yellow (#F4B400) with accents of orange (#FF7043).

### Tips for Implementation

- Use primary colours for your logo and key elements, like headers or buttons.
- Apply secondary colours sparingly for highlights or background elements.
- Ensure enough contrast for readability. For instance, white text on a blue button is easier to read than yellow text on a white background.



# Logo Usage

## Tips for Effective Logo Use

Your logo is the face of your brand, so use it thoughtfully.

- Always keep the logo in its original proportions and colours.
- Place it prominently, such as in the header of your website or on business cards, but avoid making it overpowering.

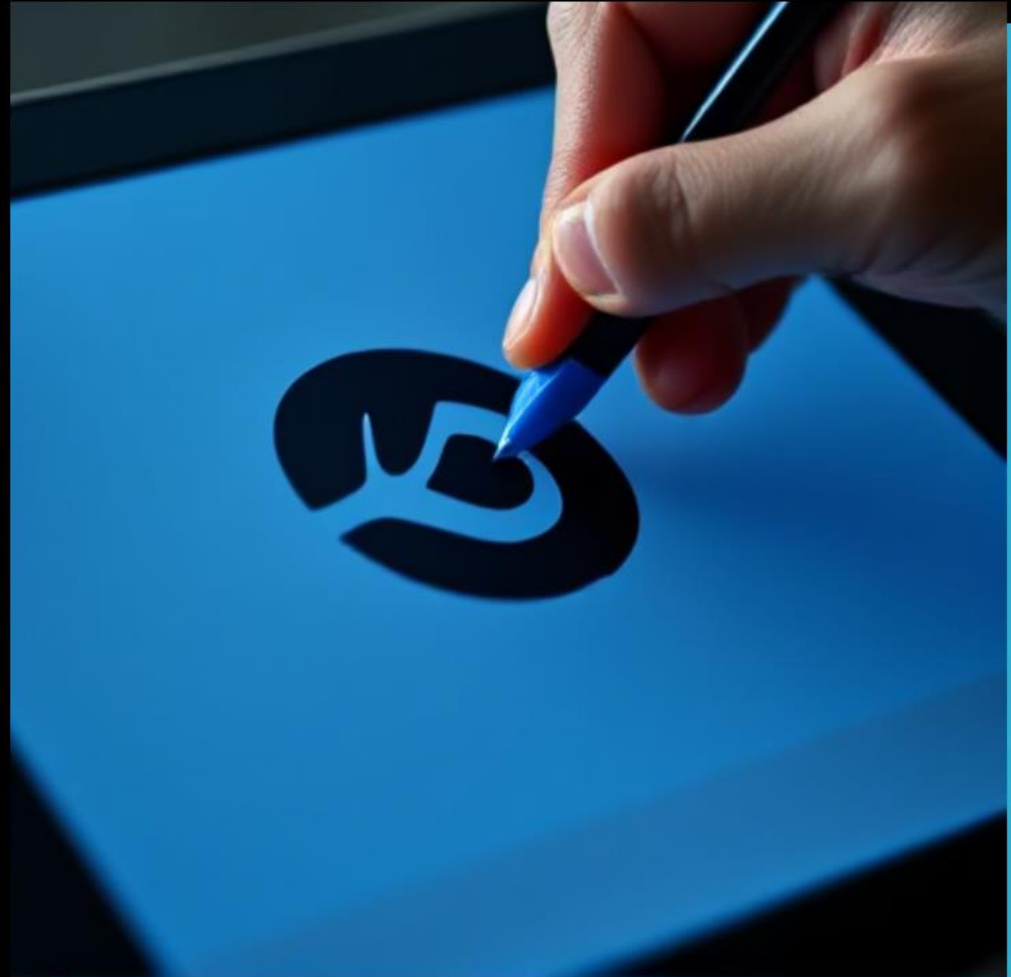
## Practical Do's and Don'ts

- **Do:** Leave ample spacing around the logo to maintain its visibility. For example, ensure no text or images are closer than 20px.
- **Don't:** Stretch, rotate, or apply effects to the logo.
- **Do:** Use file formats like .PNG or .SVG to ensure high-quality visuals across platforms.

## Examples

- A monochrome version can be used for print materials like invoices.

A white logo works well on dark backgrounds, such as a black product packaging box.





## Imagery & Graphics

### Advice on Photography

Use high-resolution images that feel authentic and align with your brand's mood. For example, a brand targeting young professionals might use vibrant, urban-themed images rather than generic office photos.

### Graphics Tips

- Use vector-based icons and illustrations for scalability.
- Stick to your brand's colour palette for all graphic elements. For instance, use a blue outline for icons if blue is part of your primary palette.



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# Templates & Applications

## Why Use Templates?

Templates help ensure your brand looks consistent across different mediums. For example, you can create branded PowerPoint templates for internal use or Instagram post templates for social media campaigns.

## Examples of Brand Applications

- **Website:** Ensure brand colours, fonts, and tone are consistent across all pages.
- **Packaging:** Highlight your logo and brand colours prominently. For instance, use bold yellow packaging if yellow is a primary brand colour.
- **Merchandise:** Apply your logo tastefully, such as placing it on the sleeve of a t-shirt rather than covering the entire front.





## In Conclusion

By following these brand guidelines, you will create a unified and professional identity that resonates with your audience. Consistency is key—whether it's in colour choices, font usage, or tone of voice, staying true to your brand ensures lasting recognition and trust.

Regards,



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