



♦ BIANCA ♦
MERRELL
media

How to Create Your Own Brand Guideline

*an interactive guide to a strong,
cohesive brand*



Hey, I'm Bianca

and I'm so happy you're here

I'm the photographer, storyteller, and owner of Bianca Merrell Media, specializing in couple, portrait, and brand photography, plus social media management.

On top of running a business, I'm also a stay at home mom, Virgo, coffee lover, and have been happily married for almost 5 years now.

I knew when I started my business in 2022, that I wanted to provide a space where people can connect, and thrive together. I love capturing beautiful authentic moments people can look back on and love forever, but I also love creating outside of photography as well. That's where the social media management comes in.

This guide is designed to help you create and utilize a strong, cohesive brand guideline for your business presences online across all of your platforms. These topics are a great starting point to making a memorable brand.

let's get started ↪





before diving into design

Define Your Brand Identity

Your brand identity isn't just about how things look—it's about how your audience *feels* when they interact with you. Taking the time to identify your mission, values, personality, and audience will make your design choices more intentional and create a more impactful, cohesive brand.

notes

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brand mission

What Problem Do You Solve? Who Do You Serve?

Your brand mission is the why behind your business. It should clearly define your purpose, the audience you serve, and the problem you solve.

Ask yourself:

Why did I start this business?

What impact do I want to have on my clients/customers?

notes

Pro Tip: Keep it short, meaningful, and customer-focused.

Your mission should feel inspiring yet specific.



brand values

The Core Beliefs That Guide Your Brand

Your brand values shape the way you do business, interact with clients, and make decisions. These are the **non-negotiables** that define your brand's ethics, priorities, and work culture.

Ask yourself:

What do I stand for as a brand?

What principles drive my work?

What values do I want to communicate in every client interaction?

notes

Pro Tip: Choose three to five core values that resonate with you and guide your business decisions. These should influence how you communicate, work with clients, and market your brand.



brand personality

How Do You Want People to Perceive You?

Your brand personality is the human side of your brand—how it speaks, behaves, and connects with your audience. Think of it like your brand's “vibe” or “energy.”

Ask yourself:

If my brand was a person, what traits would they have?

How do I want people to describe my brand?

What emotions do I want my audience to feel when they interact with me?

notes

Pro Tip: Choose three to five adjectives to define your brand's personality. Consistently apply this tone across your social media, emails, website, and marketing materials.

Examples of a Brand Personality

personality trait

Playful & Fun

Casual, emoji-filled captions, bright colors, light-hearted imagery

Professional & Polished

Clean layouts, direct messaging, authoritative tone

Warm & Friendly

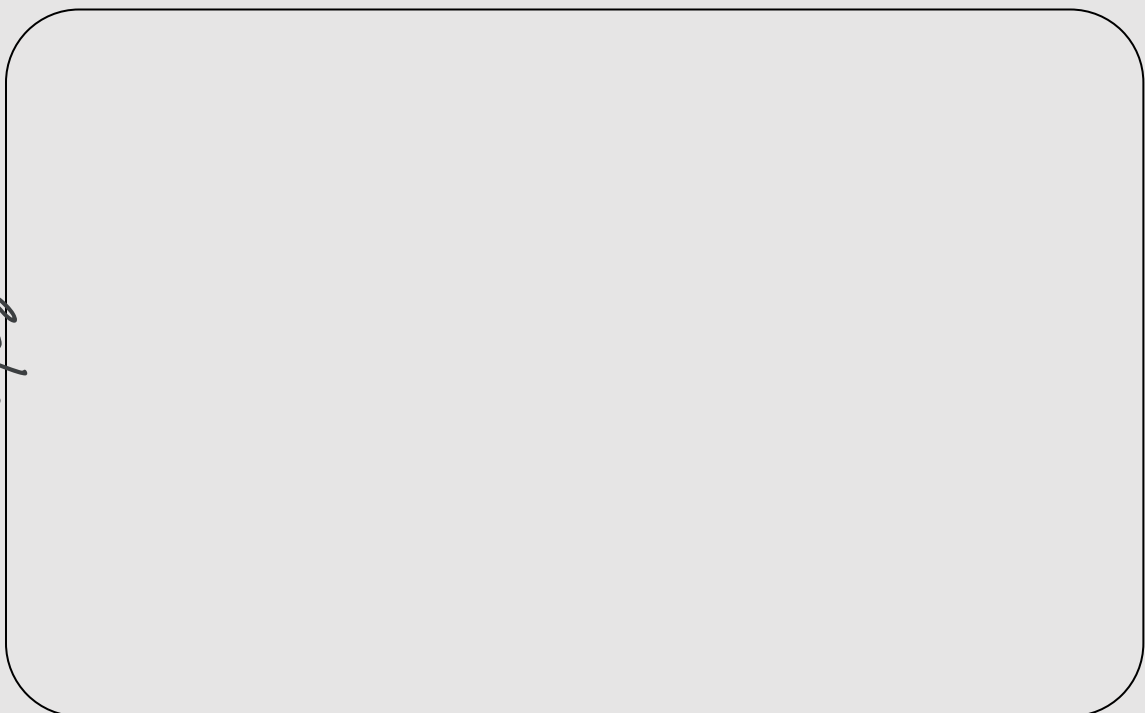
Conversational tone, storytelling, personalized engagement

Edgy & Bold

Strong contrast in visuals, punchy copy, high-energy content

how it might show up in branding

notes





target audience

Who Are Your Ideal Customers?

Understanding your audience is important because it ensures that your brand resonates with the right people. You want to attract customers who align with your values, mission, and services.

Ask yourself:

Who benefits the most from what I have to offer?

What are their demographics?

(age, gender, location, profession, income level)

What kind of content do they engage with online?

notes



*now that you've outlined
your brand's identity*

Let's Talk About Your Logo Design

Your logo is the face of your brand—it should be instantly recognizable and used consistently across all of your online platforms. A strong logo is not only well-designed but also applied correctly in every situation.

Here's how to create clear logo guidelines that keep your brand looking professional and cohesive.

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primary logo

The Main Version of Your Logo

Your primary logo is the full, most detailed version of your logo, typically used in the most visible and official brand placements.

Best Practices for Logo Placement:

Use this logo for your website, marketing materials, and brand packaging (if any). Ensure that it is a high resolution for both digital and print use. Save it in multiple file formats: PNG (transparent background), JPEG (smaller file size), SVG (scalable for print)

notes



alternative logos

Secondary Versions for Flexibility in Designs

Since your logo will appear in various formats (social media, email signatures, business cards, etc.), you need alternative versions to maintain visibility and readability.

Common Alternative Logo styles include: monochrome (black and white), a stacked logo (vertically arranged), icon-only or symbol only (initials or a favorite icon that represents your business).

notes



spacing and sizing for Readability & Proper Placement

To maintain a professional look, your logo should have enough space around it to avoid visual clutter.

Clear Space Guidelines: Keep a minimum margin around your logo to prevent crowding with text or other design elements. Logos that are too small lose detail, making them look blurry or unprofessional.

Common Mistakes: Never resize your logo disproportionately. Maintain its original aspect ratio. Stick to your brand colors. Don't apply random colors or effects. If placing it over an image, use a background overlay or choose the correct logo variation.

notes



Brand Colors & Typography

(this is one of my favorite parts...)

A strong brand starts with a clear, consistent color palette. Stick to 2–4 main colors that people will instantly associate with your brand. Use a few accent colors to keep things interesting, but don't go overboard. Neutrals like white, gray, and black help balance everything out and are great for backgrounds and text. To keep your colors looking the same everywhere—online or in print—make sure to save your color codes in HEX, RGB, and CMYK.

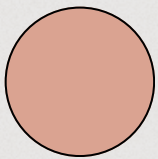
Typography matters too! Pick one main font for headlines and key branding pieces—it should stand out and feel like “you.” Use a secondary font for body text that's easy to read, and throw in an accent font if you want something extra for special designs. Defining your font sizes, weights, and spacing will keep everything looking clean and consistent across your website, social media, and marketing materials.



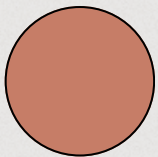
Brand Colors

Limit your brand to a few key colors to ensure consistency.

- Primary Colors: The main colors of your brand (usually 2-4).
- Secondary Colors: Supporting colors used sparingly.
- Neutrals: Background and text colors.
- Color Codes: List HEX, RGB, and CMYK codes for accuracy across web and print.



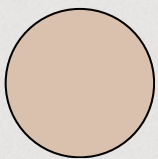
HEX: #D6A18E
RGB: 214, 161, 142
CMYK: 0.00, 0.25, 0.34 0.16



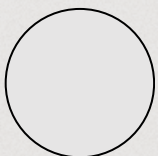
HEX: #C67F66
RGB: 198, 127, 102
CMYK: 0.00, 0.36, 0.48 0.22



HEX: #6A715F
RGB: 106, 113, 95
CMYK: 0.06, 0.00, 0.16 0.56



HEX: #D8BFAB
RGB: 216, 191, 171
CMYK: 0.00, 0.12, 0.21 0.15



HEX: #E8E6E6
RGB: 232, 230, 230
CMYK: 0.00, 0.01, 0.01 0.09

notes



Typography

Your font choices influence brand perception.

- Primary Font: Used for headings and key branding elements.
- Secondary Font: Used for body text.
- Accent Font (if needed): Used for highlights or special elements.
- Usage Rules: Specify font sizes, weights, and spacing for different applications.

notes



Photography Style

Maintain a consistent visual identity.

- Photo Style: Light & airy, dark & moody, bold & colorful
- Subjects: What types of images represent your brand (e.g., candid, lifestyle, product-focused)?
- Filters & Edits: Any specific color grading, presets, or filters to maintain a cohesive look?.

notes



Social Media & Content Guidelines

Without clear guidelines, your content may appear disjointed or fail to resonate with your audience. Establishing a cohesive post aesthetic, hashtag and caption strategy, and engagement style ensures your brand remains recognizable and impactful across all platforms.

Although it's okay to get inspiration from larger accounts in your niche, copying their branding or strategy is something you don't want to do. People will notice, so remember – just because it works for them, doesn't mean instant success for you.

notes



Post Aesthetic

Combining your colors, font choices and tone of voice with photography should highlight exactly what it is you offer. A potential customer should instantly know what you have to offer, how you can help them, and urgency in wanting to book; with you.

Take a moment to jot down some ideas for how you want to be recognized online.

*(if you need more writing space,
there are extra pages at the end)*

notes



Make sure you carry out your brand identity *with everything that you do*

Having a set guideline of colors, logo, typography and visuals is great for your prescience online, But; make sure you carry out the brand you worked hard on with your marketing materials (business cards, posters, signs, brochures) and any product packaging as well!

If you are a product based business — it's important for people to recognize and remember your brand, even on packaging.

notes



If you take anything away from this, let it be that creating your brand should be fun!

and it's okay to be indecisive in the beginning, after all, this is something you want people to be able to remember

Here are some takeaway tips:

Keep it simple & visual

Create a PDF for team members so it's easy to follow along

Make a checklist or templates to keep your brand identity consistent



thank you for being here!

I hope some of these tips were helpful for you to create an amazing brand guideline. I'd love to see your work!

Tag me on social media
@biancamerrellmedia and be sure to give
me a follow for more social media tips



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