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CREATING BRAND CONSISTENCY

1 Where to Start

If the visual components of your brand are scattered or could use a refresh, assessing them is an important step in successfully using your brand to market your products or services.

Your identity as a business is composed of several components:

- Your logo and tagline (if you have one)
- Color palette, typography, and commonly used graphics
- How you present the products or services you sell
- Your overall voice and tone of messaging (funny, sincere, expert, etc.)

It's very important that your marketing materials are consistent in their implementation of these elements. Creating a set of brand guidelines can be a great asset in making sure your hard work in organizing and defining your brand is carried across all marketing.


Logo Colors

In order to maintain the consistency necessary to strengthen the BIGGBY® COFFEE brand, use only the color breakdowns outlined in this Brand Guidelines booklet.

PMS 166
CMYK Breakdown: 0C 65M 100Y 0K
RGB Breakdown: 244R 121G 32B
Web Color: #f47920

Black
CMYK Breakdown: 30C 20M 10Y 100K
RGB Breakdown: 10R 10G 20B
Web Color: #0a0a14

NOTES:
The registration mark should always match the black of the logo.
With the exception of the 1 color logo, the horizontal line between 'BIGGBY®' and 'COFFEE' should always match the orange of the 'B'.
No part of this logo should ever be produced in grayscale.
No part of this logo should ever be 'reversed out' and done in white.

This document is not meant to be used as a visual color matching tool. Please consult with your vendor about color matching.

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Biggby Coffee uses brand guidelines to keep logo color consistent and their brand strong.
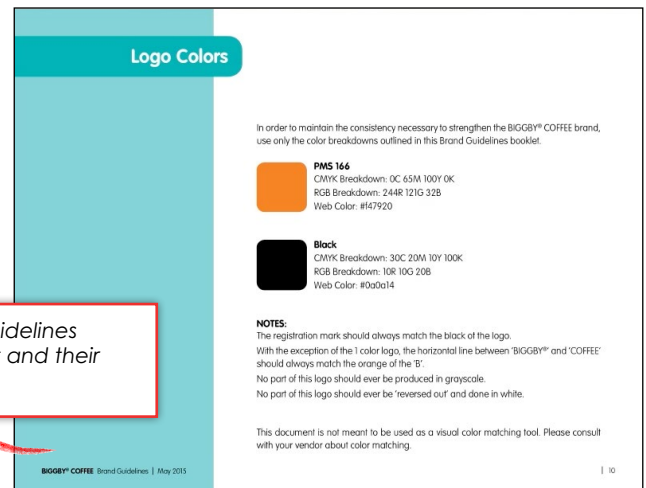
2 Logo Consistency

Defining and maintaining a consistent logo treatment is the most straightforward step toward brand consistency.

- Your logo should always appear in the same style and colors across all websites, social media, flyers, and apparel.

- There may be a need to have a minimal version of your logo, or a black and white version of your logo, but there should not be a different design for each use.
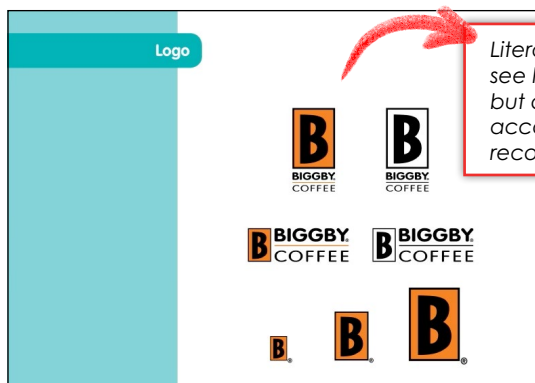
Literally pulling a page from the Biggy Coffee brand guidelines, we can see how logo treatments are defined to allow for various treatment, but on the whole work together to maintain consistency. Designing according to brand guidelines creates a product that is immediately recognizable.

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- We know a customer needs to see your logo multiple times before they start to remember your name and brand.
- If your customers see a different logo each time, they will never recognize your business.

Using different logo treatments is not only confusing to customers, it can lessen your credibility.

3 Brand Elements

- Consistent branding elements build recognition and trust in your customers.
- A clean and consistent implementation of your brand helps a customer build respect for your reliability and high standards.
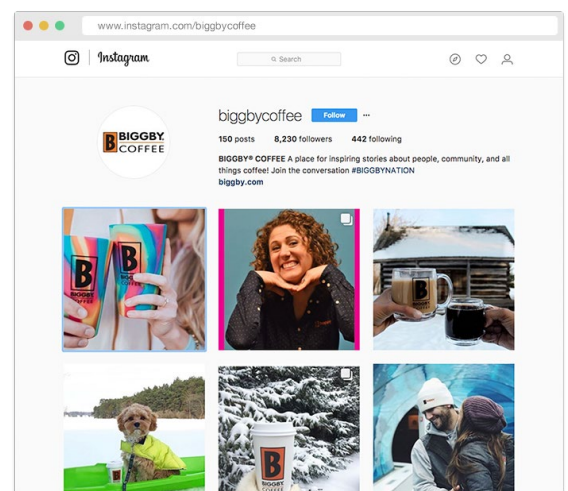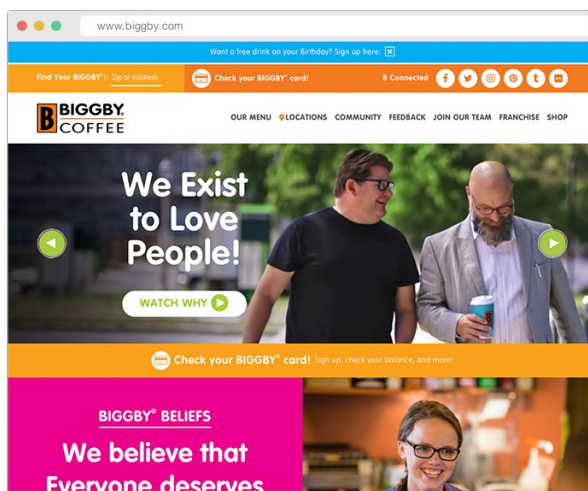
In order to define your brand, and develop your brand guidelines it's important to understand some basic design principals and software, or work with someone who does. An investment in the visual impact of your brand is an investment in your customer relationships.