



B R A N D S T Y L E G U I D E S D E S I G N

Welcome.

Discover the Power of Thoughtful Brand Style Guides

In a competitive landscape, a well-designed brand style guide does more than set rules. It shapes how your brand is presented consistently and memorably across every platform. It captures your brand's personality, creating a unified experience that strengthens recognition and trust.

At Round Table Agency, we specialize in crafting brand style guides that serve as clear, practical roadmaps for maintaining a cohesive brand identity. This document explains our process, core values, and commitment to developing guides that truly reflect your brand's essence.

Why Are Brand Style Guides Essential?

A strong brand style guide is clear, comprehensive, and flexible. It reflects your brand's spirit and values, ensuring that every visual and written element works together seamlessly. It acts as the foundation for all your marketing and communication efforts, helping to build confidence and consistency.

Effective brand style guides:

- Clearly define your brand's visual and verbal identity
- Ensure authenticity and professionalism in every expression
- Make it easy for teams and partners to apply your brand correctly
- Help your brand stand out with consistent, memorable presentation

Our goal is to deliver brand style guides that support your brand's long-term success by creating a strong, unified presence your audience can trust.

Approach.

Collaborative.Purposeful.Clear.

At Round Table Agency, we understand that brand style guide design requires a personalized approach. Every brand has its own story, audience, and objectives. Here's how we tailor our process to fit your unique needs:

- **Collaboration:** We work closely with you, respecting your ideas, feedback, and vision throughout each phase.
- **Purpose:** Every design decision is grounded in research and aligned with your brand strategy.
- **Creativity:** Our designers bring fresh insights and innovative solutions to develop a style guide that truly represents your brand.
- **Transparency:** We keep you updated and involved every step of the way.

Here's a glimpse of how this approach shapes your brand style guide.

Step 1 Discovery.

Understanding Your Brand's Identity and Goals

Purpose

Every brand has a unique story and vision. Our discovery phase is crafted to lay a strong foundation by immersing ourselves in your brand's essence, objectives, and distinctive character.

Methods

We start with in-depth conversations through virtual or in-person meetings along with comprehensive questionnaires. During this phase, we explore questions such as:

- What are your brand's main goals and expected results?
- Which key messages and values resonate most with your audience?
- Who is your target customer and what motivates their connection with your brand?
- How does your brand differentiate itself from the competition?
- Are there particular style rules, messaging preferences or compliance needs to consider?

What We Collect

- Background on your brand's history, mission, and unique challenges
- Details about your products, services, pricing and customer feedback
- Insights on your audience's demographics, interests, and pain points
- Overview of current content, tone preferences, and communication channels
- Examples of brand expressions or campaigns you admire, with reasons why

Your Role

Open and honest communication is vital. We invite you to share materials, preferences, and clear feedback on what fits your brand identity and what does not.

Result

A shared understanding: by the end of this stage, we deliver a comprehensive creative brief that captures all critical insights. This document guides every step of our design process together.

Step 2 Research.

Exploring Your Brand's Competitive Environment

Purpose

A clear grasp of your market and competitors is essential. Successful brand style guide design responds to the context in which your brand operates, allowing us to create guidelines that feel genuine while standing out.

What We Do

- **Industry Analysis:** We research common visual and verbal styles within your sector. For instance, tech brands may focus on innovation and simplicity, while hospitality brands often emphasize comfort and experience.
- **Competitor Assessment:** We review leading competitors' branding elements—what colors, typography, and tone they use, how they position themselves, and where gaps exist for your brand to shine.
- **Audience Preferences:** We identify the styles, colors, and messages that resonate most with your target customers. Which design elements and writing styles catch attention and build trust?
- **Style Guide Principles:** We apply best practices in design and communication to ensure your brand guidelines promote coherence, flexibility, and authenticity.

Deliverable

We prepare a detailed report featuring both written insights and visual examples such as mood boards, typography samples, and color palettes.

Your Role

Review the findings and let us know what fits your vision or sparks new ideas for your brand style guide.

Step 3 Strategy.

Shaping Your Brand's Identity and Direction

Purpose

Strong brand style guide design requires focus and intentionality. With research complete, we direct our efforts toward defining a clear and inspiring brand identity.

Activities

- **Crafting Your Brand Essence:** We create a succinct statement that highlights what sets your brand apart and the value it delivers. This statement informs the tone, design choices, and overall style of your brand.
- **Assembling Visual Style Boards:** Our design team curates mood boards that showcase colors, typography, imagery, and other visual elements aligned with the brand personality we recommend.
- **Structuring Key Brand Elements:** We organize essential components such as core values, primary messages, supporting details, and brand usage guidelines to effectively engage your target audience.

Our Approach

We prioritize timelessness and authenticity, selecting each element carefully to enhance your brand's true character and goals.

Your Role

You review the visual boards and message outlines, providing insights and feedback to ensure our vision matches yours before we proceed to full guide development.

Step 4 Concept.

Bringing Concepts into Focus

Purpose

This is the creative heart of our process where initial ideas take shape into workable style guide concepts and frameworks.

Our Team in Action

- **Brainstorming Sessions:** We collaborate to explore structure, tone, and storytelling styles—from brief brand declarations to full narrative directions.
- **Draft Creation:** Multiple rough versions are developed to test different flows and emphases. This stage encourages open exploration without constraints.
- **Selecting and Refining:** We evaluate drafts for clarity, alignment with your objectives, and overall effectiveness. Only the best concepts move forward.

Key Considerations

- Does the introduction capture attention and reflect your brand personality?
- Is the content organized to lead readers toward connection and understanding?
- Can the style be easily adapted across various media and applications?
- Is the tone consistent, genuine, and engaging?

Your Role

Although not every draft is shared, we present chosen concepts to keep you involved and ensure we stay aligned, especially when trying fresh creative approaches.

Step 5 **Rendering.**

Transforming Brand Elements into Visual Reality

Purpose

At this phase, we transform the finalized style guide concepts into polished, professional visuals using industry-standard digital tools.

Our Design Process

Utilizing top software like Adobe Illustrator, InDesign, and Photoshop, we develop clean, adaptable layouts and consistent brand assets.

What We Create

- Multiple design options are produced to test various compositions, focal points, and hierarchy of elements.
- We pay close attention to every detail to ensure spacing, alignment, and typography enhance readability and brand impact.
- Each design undergoes thorough testing across different devices and screen sizes including desktops, tablets, and mobile phones.

Accessibility and Inclusivity

A strong brand style guide must be usable for everyone. We incorporate accessible color palettes that meet WCAG standards and verify sufficient contrast for users with visual impairments or assistive devices.

Your Role

You will be presented with 2 to 4 refined visual concepts, complete with annotations and realistic previews, for your review and constructive feedback.

Step 6 Presentation.

Your Brand Style Guide, Unveiled

The Presentation

In a dedicated review meeting, we walk you through each style guide concept. For every option, we provide:

- A clear explanation of how the design elements reflect your brand's personality and goals
- Visual samples demonstrating usage across various media and platforms
- Insights on effectiveness and how the style supports audience recognition and consistency

Our Promise

No shortcuts or cookie-cutter solutions. Each guide is carefully tailored, distinctive, and developed with attention to detail.

Your Role

- Review each concept thoughtfully, considering its overall look and feel
- Ask questions about design choices, flexibility, or coherence
- Share honest feedback about what works, any concerns, and ideas for refinement

Moving Forward

Based on your responses, we will polish the preferred concepts, combine elements as needed, or revisit earlier phases to ensure complete alignment.

Step 7 Revisions.

Polishing Your Brand Style Guide

Purpose

Refining your brand style guide is an ongoing process. Good ideas evolve into exceptional standards through careful adjustments.

We are dedicated to working closely with you, making revisions until the guide fully captures your brand's essence.

The Enhancement Process

- We implement both minor tweaks and significant updates to your chosen design concepts
- Fine-tuning colors, typography, layout, and usage instructions as required
- We deliver revised versions regularly to incorporate your feedback and steadily improve the guide

Real-World Validation

Before final approval, we ensure the style guide functions seamlessly across all environments:

- Desktop, tablet, and mobile devices
- Different browsers and screen readers
- Various languages, formats, and user groups
- Guaranteeing smooth loading and optimized display

Maintaining Versatility

We check that your style guide remains clear and impactful in:

- Light and dark settings
- High contrast and subdued lighting
- Multiple formats and communication platforms

Your Role

Give detailed feedback and don't hesitate to ask for deeper exploration of any aspect until you feel confident that the brand style guide meets your vision.

Step 8 Delivery.

Your Brand Style Guide, Ready for Action

What You Receive

A comprehensive brand style guide package including:

- **Source Files** (.AI, .INDD, .PSD) fully editable and neatly organized
- **Exported Assets** (.PNG, .SVG, .JPG, .PDF) optimized for easy and versatile application
- **Responsive Versions:** Layouts adapted for desktop, tablet, and mobile use
- **Guidelines Document:** Clear specifications covering spacing, logo usage, color codes (HEX, RGB), typography, and brand voice
- **Implementation Notes:** Markups, style tokens, and commentary to support seamless rollout

Ongoing Support

- Advice on effectively applying your brand guidelines across all platforms
- Continued collaboration with our design team for updates, testing, or creating complementary materials

Protecting Your Investment

We recommend establishing tracking tools such as analytics and performance metrics. Our team is available to guide you through privacy compliance and suggest strategies to maximize your brand consistency and impact.

Beyond the Style.

Brand Style Guide Extensions and Growth

A well-crafted brand style guide serves as the cornerstone for your overall marketing efforts.

When the need arises, we develop:

- Additional visual assets for various touchpoints
- Template sets for email campaigns and customer experience flows
- Creative designs for social media, digital ads, and search marketing
- Modular content elements and asset libraries to support expansion
- Comprehensive visual frameworks that enable ongoing brand evolution

Our goal is to help you build a unified, memorable, and effective presence across all communication channels.

Case Studies.

Brand Style Guide in Action

Case Study: Travel Agency in Detroit

- **Challenge:** The agency needed a style guide that would evoke luxury and adventure while maintaining approachability for diverse traveler types.
- **Approach:** We developed a rich color palette inspired by natural landscapes, paired with elegant typography and warm, inviting tone guidelines.
- **Result:** Brand consistency improved across print and digital materials, leading to a 35% increase in booking inquiries.

Case Study: Nonprofit Environmental Organization

- **Challenge:** The organization needed a style guide that conveyed urgency and hope without overwhelming the audience.
- **Approach:** We introduced calming earth tones, clean typography, and compassionate yet action-oriented messaging.
- **Result:** Donations increased by 15%, and volunteer sign-ups doubled within six months.

Case Study: Detroit Skincare Company

- **Challenge:** The client wanted a style guide that emphasized purity and natural ingredients without sounding clinical or generic.
- **Approach:** We used clean design, muted earthy tones, and approachable language focused on benefits and eco-conscious values.
- **Result:** Customer retention improved, and the brand saw a 25% boost in social media followers.

Insights.

Why Invest in Thoughtful Brand Style Guide Design?

Your Brand's Visual Backbone

A well-crafted brand style guide does more than list colors and fonts. It creates a cohesive visual language that guides every touchpoint, ensuring your brand looks and feels consistent. This clarity helps your audience instantly recognize and trust you across channels.

Effective brand style guide design:

- Builds a unified appearance that strengthens brand recognition and loyalty
- Provides clear rules to maintain consistency across all mediums and teams
- Enables efficient, professional design work that aligns with your brand identity

Common Brand Style Guide Pitfalls to Avoid

Many businesses struggle with these common mistakes when creating their own style guides:

- **Lack of Clear Standards:** Vague or missing guidelines cause inconsistent designs that confuse customers
- **Overwhelming Detail:** Excessive rules and exceptions make it hard for teams to apply the guide properly
- **Ignoring Tone and Voice:** Focusing only on visuals can leave your messaging disconnected from your brand personality
- **Static Documents:** Style guides that aren't updated or flexible lose relevance as your brand evolves

Partnering with an expert keeps your brand style guide practical, focused, and aligned with how your business grows and communicates.

Frequently Asked Questions

How long does the brand style guide design process usually take?

Our typical projects run between 4 and 6 weeks. The timeline depends on your brand's complexity and how quickly we receive your feedback. We prioritize close collaboration to match your schedule.

How many style guide options will I receive?

Usually, we present 2 or 3 distinct style guide concepts, each carefully aligned with your brand personality and goals.

Can I ask for revisions during the project?

Absolutely. We want you to be fully satisfied. We offer unlimited revisions within the agreed scope so the final guide fits your needs perfectly.

Will I get all necessary files and formats?

Yes. You will receive editable source files along with ready-to-use formats for print, web, and internal use. We also provide a clear document for consistent application across your team.

Is the style guide tailored specifically to my brand?

Definitely. Every guide we create is custom-designed to reflect your unique identity. We do not reuse templates or generic layouts.

Can you help with additional branding needs beyond the style guide?

Yes. We offer support for logo design, brand strategy, messaging development, and marketing collateral. Just let us know what you require.

Do I own the rights to the style guide materials?

Yes. Once the project is complete and payment is made, all rights and ownership transfer fully to you unless we agree on other terms explicitly.

FAQ's.

Tips.

Tips for Getting the Most Out of Your Brand Style Guide Design

- **Be Open and Clear:** Share your ideas, target market, and main goals early so we can stay aligned and prevent misunderstandings.
- **Think Beyond the Guide:** Consider how your visual identity will work across all platforms and customer interactions for a consistent brand presence.
- **Provide Timely Feedback:** Quick responses keep the project moving smoothly and help us address your preferences without delay.
- **Trust Our Experience:** We blend creativity with strategy, and sometimes subtle design choices create a stronger brand impact than just visual appeal.
- **Use Your Guide Fully:** Rely on the rules and examples in your style guide to maintain consistency as your brand grows and evolves.
- **Review and Adjust:** Keep an eye on how your brand visuals perform in real life and be ready to update your style guide to stay relevant.

Our Story.

We are Round Table

We are Round Table Agency, a creative studio rooted in Detroit, Michigan. We craft brand identities — from naming and visual language to tone of voice and storytelling. We lead creative direction, design digital experiences, and build campaigns that connect. Along the way, we collaborate with strategists, developers, photographers, and musicians to help shape companies, products, and ideas into something meaningful.

What We Do

Brand strategy, Positioning, Naming, Identity design, Copywriting, Verbal identity, Logos & Marks, Guidelines, Editorial design, Art direction, Digital design, Motion, Social content, and Campaigns.

Why We Do It

We believe in design that speaks clearly. Work that is thoughtful, inclusive, and distinct. Work that simplifies the complex and brings clarity to the clutter. We aim to solve real problems — to make brands more useful, more beautiful, and more engaging.

How We Work

There's no fixed framework here. No rigid models or fancy acronyms. Our process shifts with each project, because no two problems are the same. But one thing stays constant: our curiosity. We believe in digging deep — talking, listening, challenging assumptions. We pull ideas apart to understand them, then build something better together. Our method is simple: conversation, exploration, collaboration.

Welcome to the table.

Testimonials.

"They helped us create a cohesive and inspiring brand style guide that truly reflects who we are. Their attention to detail made the entire process smooth and rewarding."

– Emma R., Detroit

"Their expertise in brand style guide design gave us a clear visual direction that our team can follow confidently. The consistency we gained has made a huge difference."

– Jason K., Detroit

"The team's thoughtful approach and creative solutions helped us define a distinctive look and feel that connects with our audience on every platform."

– Tim H., Detroit

"Collaborating with Round Table Agency was a game changer. They took the time to understand our brand deeply and delivered a style guide that keeps our messaging consistent and memorable."

– Liam B., Detroit

Thank you!

Your Journey to a Cohesive Brand Style Guide

Ready to create a visual identity that truly represents your brand?

Here's how we'll collaborate:

1. **Reach Out:** Connect with us at Round Table Agency to discuss your branding needs and aspirations
2. **Share Your Story:** We'll explore your brand's personality and goals to develop a style guide that captures your essence
3. **See It Come Alive:** Benefit from a clear and practical guide that ensures consistency and strengthens your brand across every touchpoint