Nate **Swink**

PERSONAL BRAND

A SIMPLE GUIDE TO HELP YOU PRESERVE BRANDING IDENTITY

Version 1

THE **GUIDE**

This branding style guide was made to ensure the correct usage of the brand elements. All merchandise, advertisements whether they are printed or digital, should be made according to these guides to solidify the brands in the customers minds.

LOGO

The logo is the core graphic element of the brand which means being consistent is important. It should be used according to these guides to keep the brand cohesive and powerful. The text can be the company name only, or in the prefered case both the company name and the strapline.

THE **LOGO**

Here are a variety of the Brands logos, which should provide enough flexibility for all intents and purposes:

BRAND **NAME**

The brands name is easily recognisable and it always has to be present. Showcasing the strapline whenever possible is also important, as it conveys the brands message in a clear way, also it helps with making the connection between the brand and the company's mission.

#1. Aligned Right

#2. Aligned Bottom

#3. Mini logo

THE **DO'S** AND **DON'TS**

Here are some rules to help keeping everything consistent, cohesive.

#1. **Don't** use the old logo

#2. **Don't** squish the logo

#3. **Don't** use other colors

THE **DO'S** AND **DON'TS**

Here are some rules to help keeping everything consistent, cohesive.

#4. Don't rotate the logo

#5. Don't use only the emblem

#6. Don't use only the text

FONT **SELECTION**

Verdana Normal & Verdana Bold should be used in all cases, to remain consistent. This font complements perfectly the design, using anything else is not advised. All caps is allowed and encouraged for titles or short social media videos, to hold attention.

Verdana Normal:

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
!@#$%^&*() 0123456677890

Verdana BOLD:

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
!@#$%^&*() 0123456677890

Examples:

Guaranteed

100% satisfaction

THE FULL EXPERIENCE

Try it now during the golden week for only 54.99$

COLOR **SELECTION**

These are the only colors which shall be used when representing the brand. It perfectly reflects the brands personality, diverging from them can create confusion. A solid, consistent color scheme helps immensely with brand recognition. These colors can be used on digital or printed, advertisements, catalogues, merchandise.

adjustments may be made for packaging, POP and collateral to compensate for paper stock and other treatments; the goal is always to maintain the visual integrity of our brand colors. White and Black may be included at any times, especially for text to allow easier visibility.
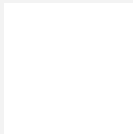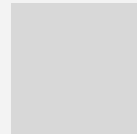
Primary:
#30385E

Secondary:
#C00C0C

Text:
#FFFFFF

Third:
#FFD700

Fourth:
#D8D8D8

CLEAR **SPACE**

Our logo should always have enough breathing space. A clean space around the logo ensures a greater visual impact. Respect the borders, don't put anything closer than the minimum distance as shown:

✕

Social Media **Calendar**

The Social Media Calendar must follow this order to stay consistent and build brand awareness.

✕

Mission: Helping Tradesmen start their journey.

Monday: Two Post of Chris

Tuesday: Inspirational

Wednesday: Motivational & Podcast Post

Thursday: Industry Insights

Friday: Educational & 2 Podcast Post

Saturday: Funny & Podcast Post

Sunday: Personal Story

Social Media **Titles**

The Social Media titles should have a hook that draws the viewer in, and makes sure they stop and watch the entire video. The title should always read from a place that adds value to the audience. Avoid titles revolving Nate himself.

✕

Example Title: The Secret to Making 6 Figures in Construction!

Good

- Something I wish I knew sooner when it came to welding.
- Truth about contracting!
- Steal my business process to make millions!
- The latest story in construction.
- How to grow your business to 7 figures.

Bad

- I leveled up again
- Why I bought a truck
- Contracting and me
- Construction is my favorite
- I love working
- I just made a million dollars

The title should HOLD their attention, and make sure they WATCH the video until the END!

Social Media **Covers**

When choosing a cover, the still must clearly show Nate's face, and use the correct color scheme (Cinematic V1 - Standard - 9) LUT. Stock Images are allowed only if there's not good cover options from the video.

✕

Correct

Incorrect

Face is looking away, color is wrong, hands are blurry.

Social Media **Covers**

Social Media Covers must use the banner below, and must use the color scheme of Blue, Red, and Gray. The Photo used must be aligned in a way that it shows Nate's face within a 1x1 aspect ratio, as seen in the example with a red border.

The red square is an example of showing you where Nate's face and the text should be placed in, it is not something you include in the final cover*

Correct

The safe zone* (Inside the Red Square)

HOW TO MAKE YOUR FIRST MILLION

WHAT NOT TO DO WITH GOOD CLIENTS

Incorrect

HOW TO MAKE MONEY

Colors are not matching, wrong use of colors, hard to read, Nate's face is not in the safe zone, and the image does not match the title.