

MINI BRAND STYLE GUIDE

PRIMARY LOGO

baker
amy
EASY RECIPES

SECONDARY LOGO

baker
amy

SQUARE



VERTICAL

b
a

Use primary logo with background color



Use a secondary logo for a small space



baker
amy

COLORS



HEX: #002060
RGB: 0/32/96
CMYK: 100/64/64/0
PMS: 304

HEX: #C0392B
RGB: 192/57/43
CMYK: 33/87/45/0
PMS: 485

HEX: #34495E
RGB: 52/73/94
CMYK: 34/37/54/34
PMS: 408

HEX: #F1C40F
RGB: 241/196/15
CMYK: 11/13/0
PMS: 344

HEX: #F08080
RGB: 240/128/128
CMYK: 0/33/33/0
PMS: 300

FONTS

Use for H1, headline, titles, quote

FreightNeo Pro

Light Light Italic
Book Book Italic
Medium Medium Italic

Use for H2, H3, sub-headline, body text

Quasimoda

Light Light Italic
Regular Regular Italic
SemiBold SemiBold Italic

DESIGN ELEMENTS



“Baking is done out of love, to share with family and friends, to see them smile.”

— Anna Olson

How To Create A Style Guide

J Rink



How To Create A Style Guide:

Read Me First! A Style Guide for the Computer Industry Sun Technical Publications, 2009-12-17 The definitive reference for technical writers editors and documentation managers Read Me First A Style Guide for the Computer Industry Third Edition has been revised and updated to cover everything from creating screencasts and referencing web sites to writing for wikis This award winning guide to creating clear consistent and easy to understand documentation covers everything from grammar and writing style to typographic and legal guidelines The authors who are senior editors and writers at Sun Microsystems share their extensive experience and provide practical tips and recommendations including guidance on hiring writers working with illustrators managing schedules and workflow and more The third edition of Read Me First features new chapters on Writing for wikis and encouraging wiki collaboration Creating screencasts using screencast terminology and guidelines for writing narration Creating alternative text for nontext elements such as screen captures multimedia content illustrations and diagrams It also includes new tables for symbol name conventions for common anthropomorphisms and for common idioms and colloquialisms An updated and expanded recommended reading list suggests additional resources

The Yahoo! Style Guide Chris Barr, 2010-06-30 WWW may be an acronym for the World Wide Web but no one could fault you for thinking it stands for wild wild West The rapid growth of the Web has meant having to rely on style guides intended for print publishing but these guides do not address the new challenges of communicating online Enter The Yahoo Style Guide From Yahoo a leader in online content and one of the most visited Internet destinations in the world comes the definitive reference on the essential elements of Web style for writers editors bloggers and students With topics that range from the basics of grammar and punctuation to Web specific ways to improve your writing this comprehensive resource will help you Shape your text for online reading Construct clear and compelling copy Write eye catching and effective headings Develop your site s unique voice Streamline text for mobile users Optimize webpages to boost your chances of appearing in search results Create better blogs and newsletters Learn easy fixes for your writing mistakes Write clear user interface text This essential sourcebook based on internal editorial practices that have helped Yahoo writers and editors for the last fifteen years is now at your fingertips

FranklinCovey Style Guide Stephen R. Covey, 2012-06-07 FranklinCovey Style Guide For Business and Technical Communication can help any writer produce documents that achieve outstanding results Created by FranklinCovey the world renowned leader in helping organizations enhance individual effectiveness this edition fully reflects today s online media and global business challenges The only style guide used in FranklinCovey s own renowned Writing Advantage TM and Technical Writing Advantage TM programs it covers everything from document design and graphics to sentence style and word choice This edition s many improvements include extensive new coverage of graphics writing for online media and international business English Through dozens of examples and model documents writers learn how to overcome writer s block and efficiently create documents from start to

finish FranklinCovey's experts show how to get powerful results from every email add distinctiveness and power to any online presence write far more effective proposals letters memos reports and resumes and improve all forms of documentation from business procedures to highly technical content You'll learn how to quickly discover and prioritize the information you need whether you're planning a presentation leading a meeting or managing a project The authors reveal how to design visuals that communicate messages instantly and intuitively and use charts color illustrations maps photos and tables to supercharge any presentation Packed with up to the minute examples this A-Z guidebook can help you write more effectively no matter who you are whether you're a business or sales professional who must motivate and persuade a technical professional who must explain challenging content more clearly and accurately or a student who needs stronger writing skills to succeed in school and in your career *The IBM Style Guide* Francis DeRespinis, 2012 Straight from IBM complete proven guidelines for writing consistent clear concise consumable reusable and easy to translate content Brings together everything IBM has learned about writing outstanding technical and business content **How to Create Visual Branding:** Rachel Bennett, 2025-08-12 How to Create Visual Branding In a world where your brand has just seconds to make an impression how it looks often determines whether it's remembered or forgotten How to Create Visual Branding is your ultimate guide to mastering the art and strategy of building a compelling visual identity that resonates across platforms connects with your audience and stands the test of time Whether you're launching a new business or refining an existing one this book walks you through every essential element of visual branding You'll uncover the building blocks of design that go beyond surface level aesthetics and learn how to align your visuals with the deeper mission message and meaning of your brand This isn't about following fleeting trends it's about crafting a timeless and functional brand image From logos to typography social media design to style guides every chapter gives you the clarity and direction needed to bring your visual identity to life with consistency and purpose Inside This Book You'll Discover Understanding the Power of Visual Branding Defining Your Brand Identity and Mission Choosing the Right Color Palette for Your Brand Typography Crafting a Distinctive Visual Voice Logo Design Your Brand's Signature Creating a Consistent Brand Style Guide Building a Visual Identity for Social Media Every insight strategy and example in this book is designed to give your brand a strong visual voice that reflects not just what you do but who you are Scroll Up and Grab Your Copy Today [Web Style Guide](#) Patrick J. Lynch, Sarah Horton, 2016-01-01 A classic reference book on user interface design and graphic design for web sites updated to reflect a rapidly changing market Consistently praised as the best volume on classic elements of web site design Web Style Guide has sold many thousands of copies and has been published around the world This new revised edition confirms Web Style Guide as the go to authority in a rapidly changing market As web designers move from building sites from scratch to using content management and aggregation tools the book's focus shifts away from code samples and toward best practices especially those involving mobile experience social media and accessibility An ideal reference for web site designers in corporations

government nonprofit organizations and academic institutions the book explains established design principles and covers all aspects of web design from planning to production to maintenance The guide also shows how these principles apply in web design projects whose primary concerns are information design interface design and efficient search and navigation

Style Guide for Voting System Documentation Dana E. Chisnell, 2009-05 This style guide is a product of the voting system standards and test methods research at NIST The most recent version of the tech standard the Voluntary Voting System Guidelines of Aug 2007 contains requirements for the usability of documentation used by poll workers and election support staff The approach to testing these requirements has two components 1 Style guide incorporating best practices for voting system documentation 2 Test protocol for voting system test labs to use to measure the usability of instructions supplied by voting system manufacturers for election workers This style guide sets out guidelines for voting system manufacturers to use to implement best practices in their documentation for poll workers and election support staff

Essential Guide to Corporate Identity Design Pasquale De Marco, In today's competitive business environment a strong brand identity is essential for any organization looking to succeed This comprehensive guide provides you with the knowledge and tools you need to create a distinctive and effective brand identity for your company Covering every aspect of corporate identity design from understanding the fundamental principles of branding to developing a unique visual identity this book will help you Establish a clear and consistent brand identity across all channels Create a compelling brand story that resonates with your target audience Communicate your brand's value proposition effectively Manage your brand assets effectively to maintain a strong and consistent brand image Stay ahead of the latest trends in branding and corporate identity design Whether you are a seasoned marketing professional or a business owner just starting to develop your brand this book will provide you with the insights and guidance you need to succeed With its in depth coverage of branding principles practical advice and real world examples this book is an essential resource for anyone looking to create a strong and recognizable brand identity Key Features Comprehensive coverage of all aspects of corporate identity design Step by step guidance on creating a distinctive and effective brand identity Real world examples and case studies from leading brands In depth exploration of the latest trends in branding and corporate identity design If you like this book write a review

Redesign Your Library Website Stacy Ann Wittmann, Julianne T. Stam, 2016-05-16 A comprehensive guide for all sizes of libraries this book guides you through the entire process of effectively redesigning your library's website from evaluating your current site and understanding user needs to creating a budget through to launching and maintaining your updated site For today's increasingly web savvy patrons your library's website is a critical aspect of your services and user experience If it's time for a website makeover for your library this book will take you through the process step by step sharing lessons learned and pointing out pitfalls to avoid The end result You'll delight your patrons with easy to find information wow your director with an easy to use content management system CMS and impress your board with a website that clearly

communicates your library's value Written by two veterans of the process who have presented workshops on this topic this book covers the entire process of library website redesign from evaluating your current website to making the decision of whether to hire a web developer or do it in house to usability testing It also addresses budgeting making content and design decisions the launching process marketing and upkeep of your new site

How to Design and Write Web Pages Today

Karl Stolley, 2017-04-24 This unique guidebook lays the foundations of contemporary mobile first responsive web design offering writers designers and those who teach them a complete and up to date approach to web design Are you looking to learn web design the right way Not by using an off the shelf software package but by creating customized sites in a way that gives you full control This guide provides that ability even if you have no previous coding skills or experience One of the critical challenges of modern web design is being able to write for the mobile web to reach those increasingly mobile connected users How to Design and Write Web Pages Today addresses this key objective while also explaining how to deliver improved experiences for users of desktop style devices based on the constraints and challenges of mobile design This user friendly tutorial begins with background information to enable a better understanding of the web and its purpose and function as well as how to generate material for a website Readers then learn about the three overarching concerns in the short and long term viability and usefulness of websites accessibility usability and sustainability Key technologies and techniques for web design such as the HTML and CSS languages to the conceptual foundations of grid based design are next followed by a thorough explanation of how to publish a site on the open web from creating a viable site architecture to automating the publishing of content to the open web

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