



BRANDING GUIDE

PREPARED BY

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June 2022
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Welcome

TO YOUR BRAND GUIDEBOOK

We have created this Brand Guidebook to help you implement your marketing message effectively and consistently across various platforms and in a variety of contexts. We have included recommendations for both design and marketing copy.

We wish you much success as you continue to grow your business.

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The most successful businesses are not always the ones with the best product or service, they are the ones that are clear.

IF YOU CONFUSE, YOU'LL LOSE
- DONALD MILLER



Part 1

DESIGN



Logo

A good logo used properly sets your brand apart as professional and trustworthy. Follow these guidelines to make sure your logo always represents your company well.

1. Leave padding around the logo
2. Use the logo with the tagline only when it is large enough for all words to be read.
3. Use the color logo on white, or light color backgrounds.
4. Use the all-white logo on dark backgrounds or on images.
5. Do not rotate the logo
6. Do not squish or stretch the logo
7. Do not add effects to the logo



Colors

Your primary brand color is Sky Blue. It communicates open possibilities, a bright future and hopefulness. Blue is a color of professionalism and trust. Use this color as your primary accent color.

The Bold Blue should be used primarily as a gradient going from Sky Blue to Bold Blue. You see this gradient in your logo, and can use it as a background for white text.

Golden Poppy is the highlight color, used for design elements that need to stand out. Buttons, etc.

Use Dark Grey for headlines, and Cloud Grey as a background color.



Sky Blue

Hex: # 27aae0

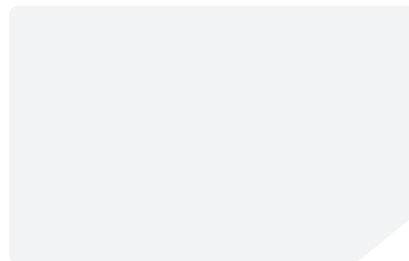
RGB: 39, 170, 224



Dark Grey

Hex: # 444444

RGB: 68, 68, 68



Cloud Grey

Hex: # f2f2f2

RGB: 242, 242, 242



Golden Poppy

Hex: # ff3000

RGB: 255, 179, 0



Bold Blue

Hex: # 3684c3

RGB: 54, 132, 195



Fonts

Your primary font for headlines is Archivo Bold, and your paragraph font is Open Sans. They are both Google Fonts that can be used on websites or downloaded from <https://fonts.google.com>.

If you don't have access to these fonts, use Arial Bold for headlines and Arial Regular for paragraph text.

Page Title - H1

Archivo Bold // Font weight: 700 // 80px

Section Title - H2

Archivo Bold // Font weight: 700 // 36px

Section Title - H3

Archivo Bold // Font weight: 700 // 30px

Leading Copy / Section Title - H4

Archivo Bold // Font weight: 700 // 24px

Body copy or paragraph text. Lorem ipsum dolor sit
consectetur adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

Open Sans // Font-weight: 400 // 17px

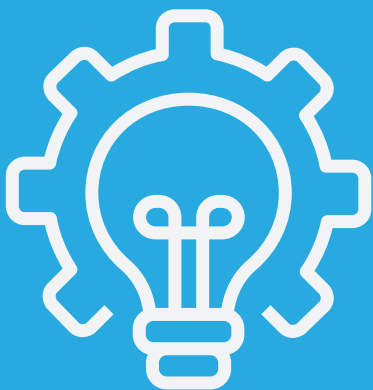


Design Elements

Use these elements and photo treatments throughout the design to maintain a clean, consistent brand identity.

**DOT
PATTERNS**

BLUE RECTANGLES



LINEAR GRAPHICS

**PHOTOS WITH A
ROUNDED CORNER**

WHITE TEXT, ALL CAPS, ON BLUE RECTANGLE

**LARGE, LIGHT
LOGO CLOUD**

Photos

Use photos that show people that could be your customers, experiencing the success of working with you. Choose happy smiling people in various small business contexts. The subject of the photos should be the business owner because that is the person you are marketing to.

When using photos as background for copy or other elements, use a dark overlay.



Overlay

Hex: #0A1625

Opacity: 75%

rgba (10, 22, 37, 0.75)





Part 2

MESSAGING



Customer Journey

YOUR CUSTOMER IS:

- Successful entrepreneur
- 35-55 years old
- Operates one to three territories or locations

Doer

Someone who “DOES”
Business for a living.

Founder

An inspiration to others.
Someone who shares in
the success of others.



Elevator Pitch

WHAT DO YOU DO?

Every business owner has a dream to build something great, but it's hard to operate a business and grow it at the same time. That's why franchising just makes sense.

Big Sky Franchise Team guides you through the process of franchising your business. We help you organize & document your business, and market it to potential franchise owners.

You get to share in the success of others by helping them build businesses of their own, without the hassle of running multiple locations by yourself.





Extended Description

MULTIPLY YOUR SUCCESS. FRANCHISE YOUR BUSINESS.

Every business owner has a dream to build something great, but it's hard to operate a business and grow it at the same time. That's why franchising just makes sense. Unfortunately, the process is complicated and most business owners have limited time and resources and don't know how to organize, document and market their business as a franchise that someone would want to buy.

The good news is, you can have Big Sky Franchise Team on your side. Our team has helped more than 600 owners and business leaders expand through franchising. Our proven process of helping our clients win resulted in us being named the 2018 Best Franchise Consulting Agency in the US.

We always have a win-win mentality. We work hard to make sure franchising your business is a win for you, a win for us, and a win for your franchisees. You get to share in the success of others by helping them build businesses of their own, without the hassle of running multiple locations by yourself.

Learn more about how we can help you dream big and reach your goals at: BigSkyFranchiseTeam.com





Value Proposition

Use these ideas as starting points for social media or blog posts to cast an aspirational vision of the future for your potential customers.

What value do your customers receive from working with Big Sky Franchise Team?

- Personal touch
- Peace of mind
- Business growth
- Build something bigger than yourself
- Franchise blueprint
- Accountability and timelines to help you accomplish your goals
- Share your successes with others
- Make more money, and help your franchisees make more money
- Be able to answer questions your franchisees have
- Access to the support of experts to answer all your questions
- Be treated with respect, feel listened to
- Change the lives of others

Taglines

Use these as headlines on banners, brochures, landing pages, articles, and other contexts to hook your future customers.

Multiply Your Success
Franchise Your Business

Dream Big & Reach Your Goals
Franchise Your Business

Share in the Success of Others
Help People Build Businesses of Their Own

Build Something Bigger Than Yourself
Help People Start Businesses of Their Own

What's Your Big Sky?
We help business owners dream big and reach their goals by franchising their business.



Signatures



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Multiply Your Success®

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Letter Head



Multiply Your Success. Franchise Your Business.