



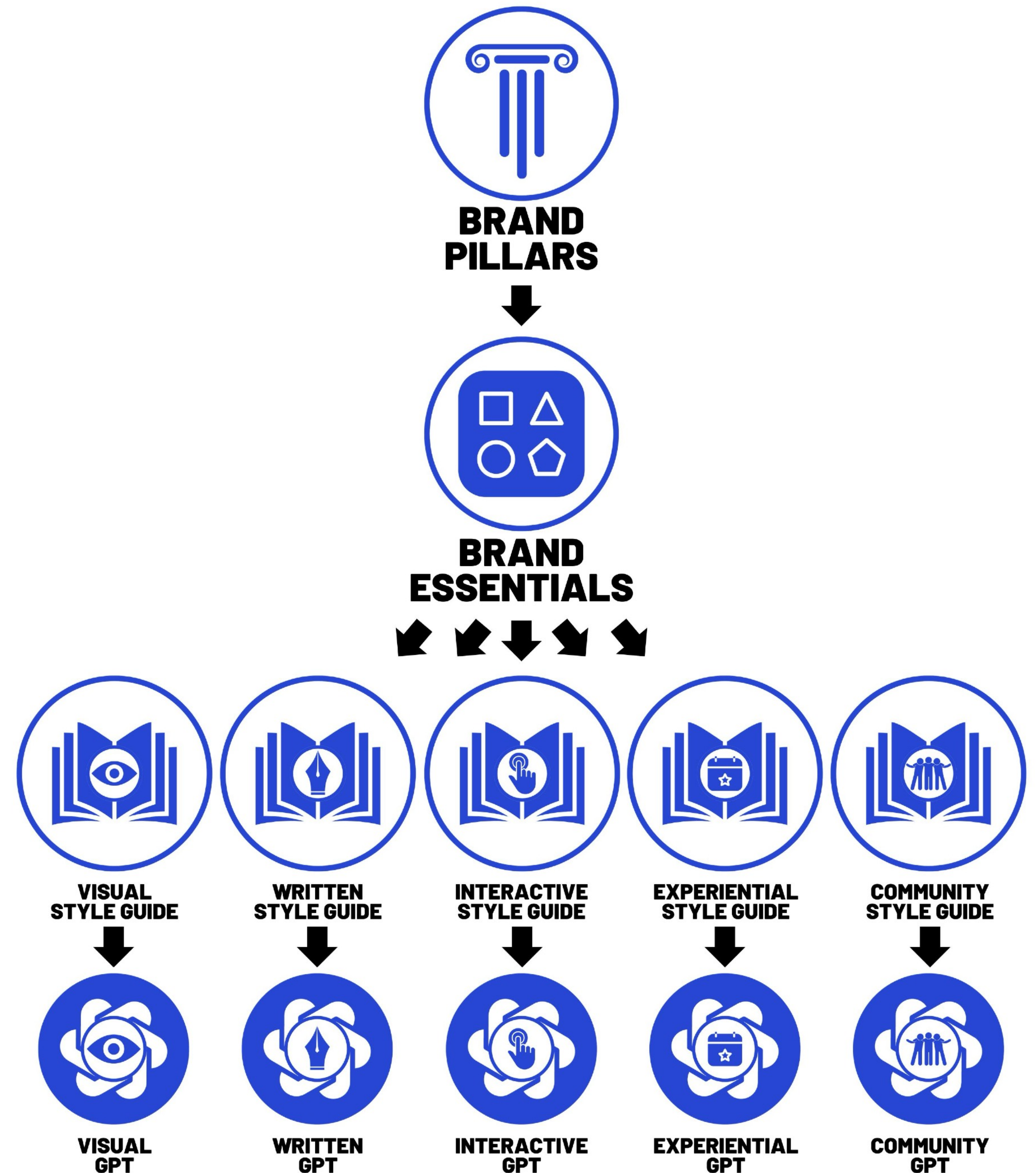
**AI-BRANDING
ACADEMY**



AI-BRANDING BOOTCAMP SESSION #3

VISUAL STYLING

How the Style Guides Function





A **Visual Style Guide** contains all elements that are primarily visual in nature and contribute to the brand's aesthetic appeal. This includes static graphic elements like logos, color schemes, typography, and imagery.



It's focused on the visual representation of the brand across different mediums, ensuring consistency and coherence in appearance. The visual elements are crucial in making a strong and memorable visual impression, helping to convey the brand's values and personality visually.



Visual Style Guide Components

- **Logo Application**
- **Type**
- **Color Scheme**
- **Graphic Guide**
- **AI Imagery Guide**
- **Stock Imagery Guide**
- **Original Imagery Guide**



Visual Styling Projects

- **Logo Design and Usage:** Guidelines on how to use the logo, including size, spacing, and what backgrounds it can appear on.
- **Color Palette Implementation:** Defining primary and secondary color schemes and how they should be used in various contexts.
- **Typography Standards:** Specifying which fonts are used for headings, body text, and accent text, including acceptable sizes and spacing.
- **Website Design:** Ensuring that all elements on the web pages adhere to the visual branding guidelines.
- **Social Media Graphics:** Guidelines for the creation of consistent visual posts, profile pictures, and banners across social platforms.
- **Advertising Materials:** Design standards for online and offline advertising including billboards, digital ads, and print media.
- **Product Packaging:** Directions for the design of packaging which aligns with the brand's visual identity.



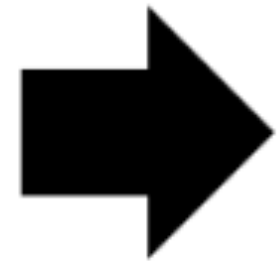
Visual Styling Projects

- **Employee Uniforms:** If applicable, designing uniforms that reflect the brand's color scheme and logo placement.
- **Email Templates:** Creating email templates that use consistent typography, colors, and logo placements.
- **Business Cards and Stationery:** Guidelines for the design of business cards, letterheads, envelopes, and other stationery items.
- **Corporate Signage:** Instructions for designing signage that matches the brand's visual style, including signs for events and office spaces.
- **Trade Show Booths:** Designing trade show elements, such as banners and booth setups, that align with the brand's visual identity.
- **Vehicle Wraps:** Guidelines for the branding of company vehicles, including color use and logo placement.

How **Style Guides** Function



**BRAND
PILLARS**



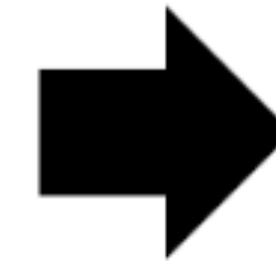
**BRAND
ESSENTIALS**



**VISUAL
STYLE GUIDE**



**VISUAL
GPT**



**AI
CREATIVE
DIRECTOR**



AI Creative Director

The Creative Director ensures brand visuals are consistently on-point across platforms by leveraging AI to maintain aesthetic appeal, predict design trends, and enforce the visual identity.



2 Ways to Produce Your **Visual** Style Guide

- **Prompt Series (Any Chat AI)**
- **Style Guide GPT (ChatGPT)**



Actionable Insights

- Your visual identity is pivotal for your brand's growth, and it needs to start with consistency.
- A Visual Style Guide will provide you with the raw specifications you need to create an interactive GPT and/or an AI-Marketing Employee.
- The Style Guide GPT and/or AI-Creative Director can be given to employees, contractors, or agencies to simplify projects and decision making.
- Once set up, you can accomplish a variety of projects and keep them on-brand whether you're a creative or not.



Implement Now

- Create Your Visual Style Guide
- Create a Branded Visual Style GPT
- Create Your AI-Creative Director