Quick Reference

Style Guide

Make Your Business

CREATIVE
COMPELLING
&
CONSISTENT

WELCOME TO STYLE CENTRAL

Brand design - demystified.

Use this style guide to help DIY design your new business, get inspired for your next sales page, add screenshots to your Pinterest board, or use some new colors in your marketing right away.

If you haven't already, head over to designmastermind.com/quiz to find out which style suits you best!

How do I use these style guides?

Read through to decide which style best represents you and your audience. Take note of the issues to watch out for, and be inspired by the colors, website layouts, and social graphics that reflect each of the 5 Signature Brand Styles.

To grab a color from any palette or screenshot, simply open this PDF in your web browser and install the Colorzilla extension, which lets you grab hex code colors from anywhere on your screen.

If you're looking for more colors & fonts, need some DIY social media templates, or are ready to get your website up and running, links are provided on each page to items + services provided by Design Mastermind (all of which are catered to your Brand Style!)

Clean & Professional

Why this style ROCKS

This gender-neutral style is defined by clean, white backgrounds, well-spaced elements, bright photos, and an emphasis on typography. Truly a less-is-more style.
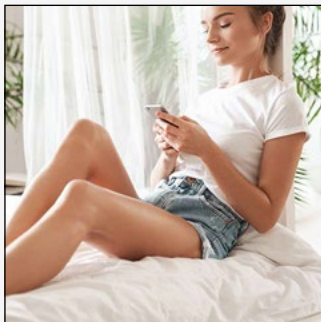
Best Audience

Professionals in any field, specifically people used to working in an office environment. The clean layouts attract busy people who are looking to get to the point, not browse your site or get a curated style experience.

Key characteristics

1.

Understated tones with little variation in colors and plenty of white space
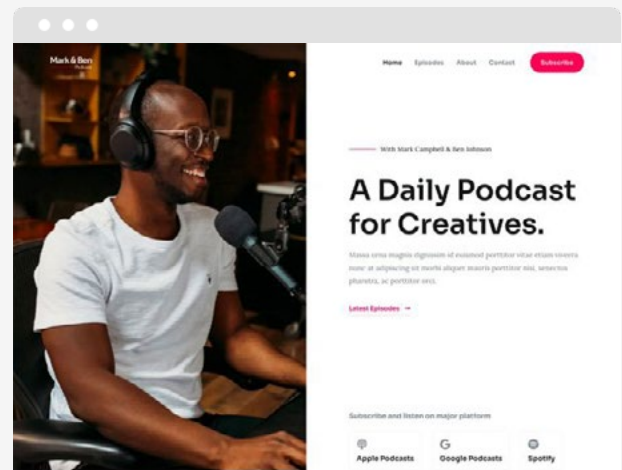
2.

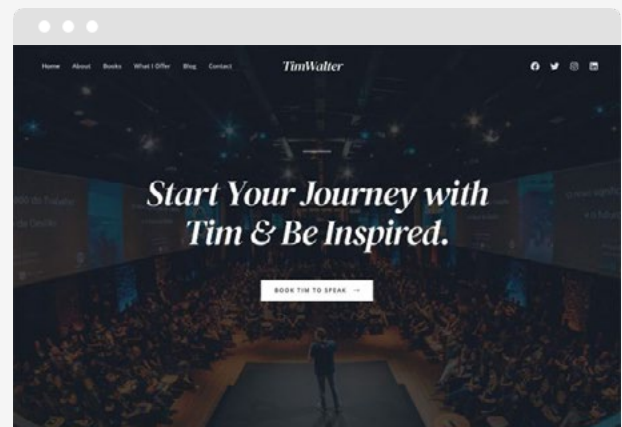Bright, well-lit photos with clean & uncluttered backgrounds

3.

Strong, deliberate use of text & photos (no extra decorations needed)

Clean Website Templates

Page templates are just the start of building a website

CLICK HERE to check out our done-for-you website packages and learn more!

Get the complete Clean & Professional style guide + BONUS Canva font & color palettes for just $7!

HECK YES!

Clean & Professional

Issues to watch out for...

1

Lack of specificity

Unfortunately, when you appeal to EVERYBODY, you can sometimes end up appealing to nobody.

Specificity is one of the most important aspects to a successful Facebook ad campaign, so you'll want to be very careful with how your brand appears to the people you're most wanting to reach.
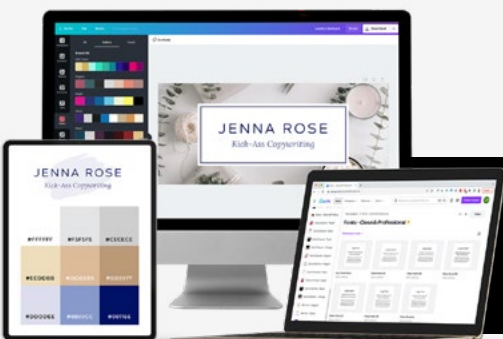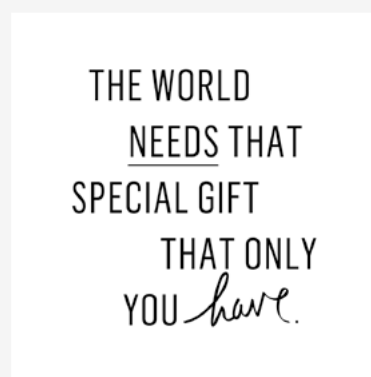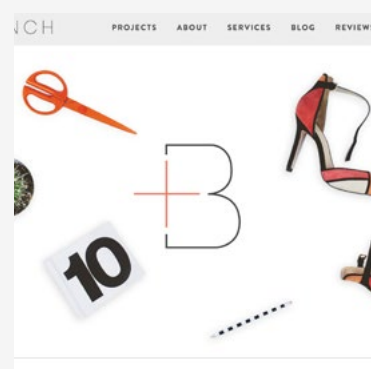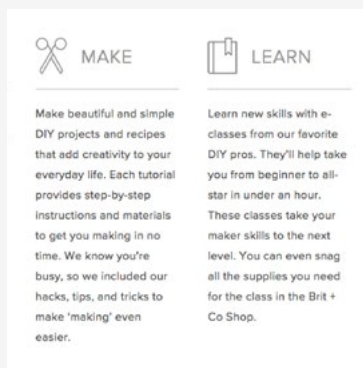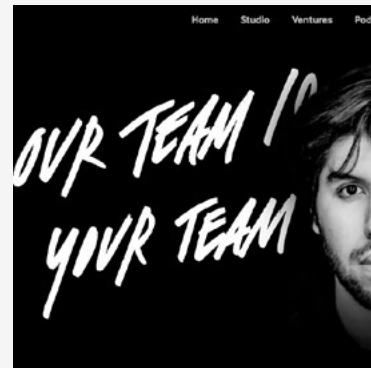
2

Low-quality photos

Since decorative design elements aren't really a thing with these kinds of websites, you'll want to place even MORE emphasis on investing in a high-quality of your photo shoot.

Essentially, your photos will be the only thing that helps you stand out from the competition, so if you have dark, blurry, uninspiring photos, then you're going to have a hard time running effective campaigns.

3

Fading into the background

I mentioned it above, but without a distinct brand style, you might lose the interest of people who are skimming their feed, only giving attention to the images and designs that pop out the most.

When you keep your branding super minimal, it can be all to easy to fade into the background, so you'll need to create quality content and use eye-catching photos to stand out more.

Bright & Bold

Why this style ROCKS

It's eye-catching, impressive, and engaging. This style embodies POP, characterized by bright, contrasting colors, skewed elements, and clipped-out photos.

Best Audience

Women and men who either currently identify as BOLD or are looking to STAND OUT more than they already are. Ideal for coaches, consultants, startups, and freelancers in copy, marketing, or design (I use this style!)

Key characteristics

1.

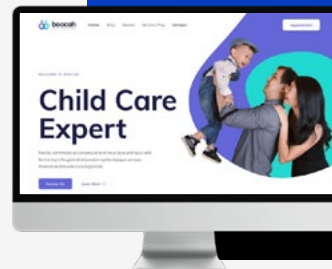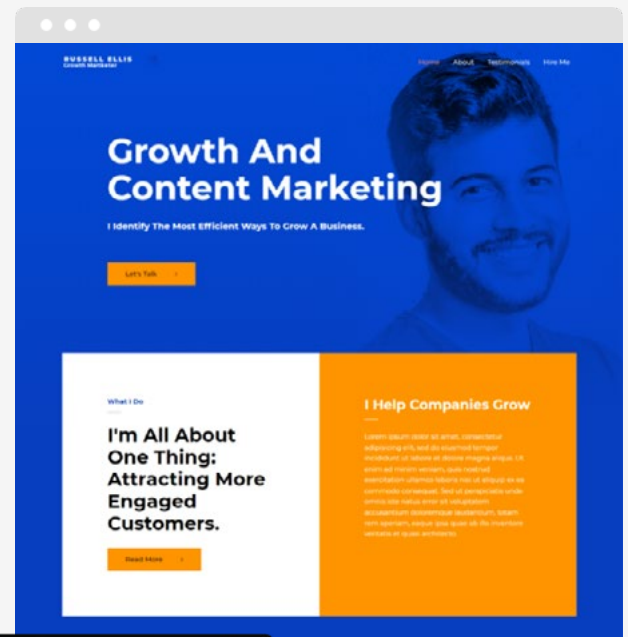Eye-popping, highly saturated signature color paired with lots of white

2.

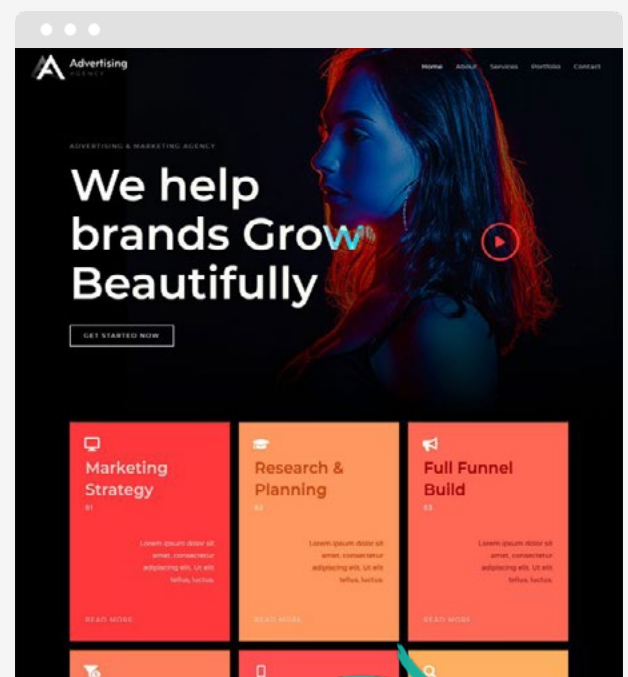High-end photography & shapes that incorporate the main brand color

3.

Dense, highly saturated layouts that use unique brand decorations

Bold Website Templates

Page templates are just the start of building a website

CLICK HERE to check out our done-for-you website packages and learn more!

Bright & Bold

Issues to watch out for...

1   Clashing Colors

As a general rule of thumb, you want to pair POP colors with similar levels of saturation.

For instance, if you really want to use a less saturated gold color, you won't want to pair it with anything hyper-saturated or neon. Instead, choose other less-saturated colors, such as plum (vs. hot pink) or burgundy (vs. red).
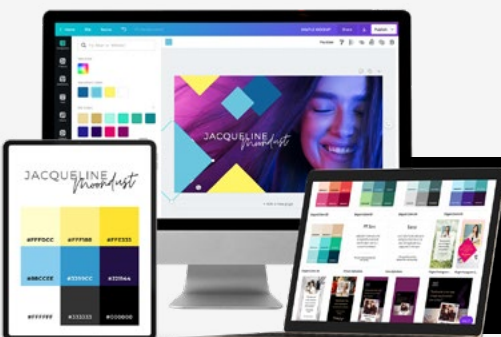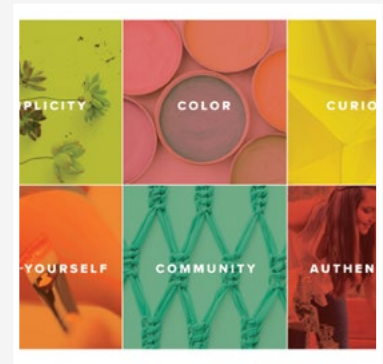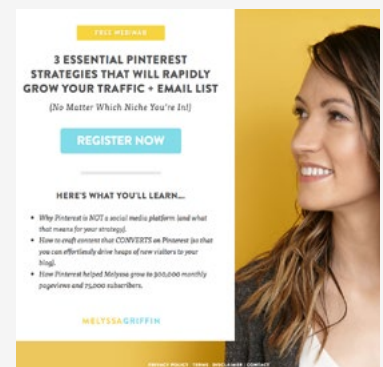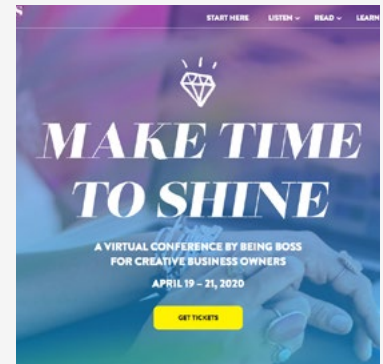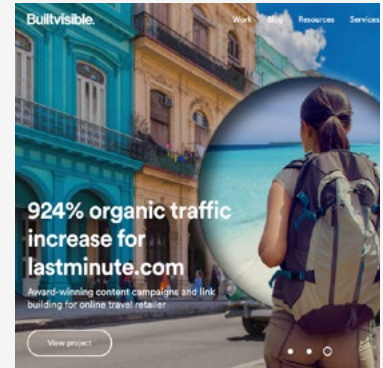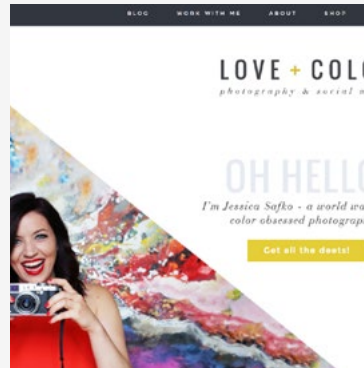
2   Visual overstimulation

You want to be selective with which POP colors you use on each page of your site.

If you use too many bright colors or highlighted areas (which ALL cry out for attention) then your audience won't feel directed and are more likely to bounce.

3   Too little variety

If you use the same POP color everywhere on your site, your visitors are less likely to tell the difference between your offerings. It can feel like information overload.

Using different POP colors throughout your website will help each offering stand out in your visitors' memory as something unique, which will ultimately determine whether they decide to invest or not.
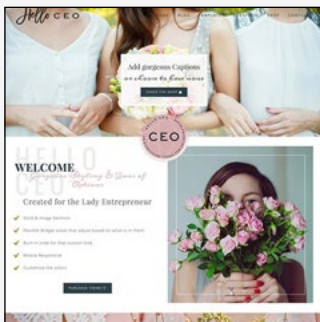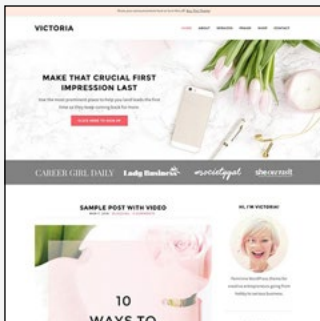
Elegant & Feminine

Why this style ROCKS

Much like the female wardrobe, there's SO much more you can do to create visual style with traditionally "feminine" elements, such as watercolor backgrounds, soft colors, and gorgeous cursive banner fonts.

Best Audience

Though you might think this is a "girls only" style, it can actually be used to create appealing, high-end design that caters to any audience - men included!

Key characteristics

1.

Light, pastel-inspired color palettes with lots of white & limited color blocks or backgrounds
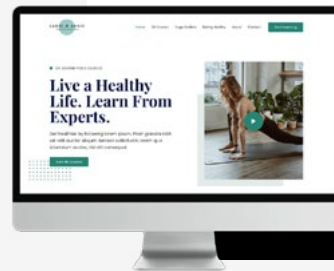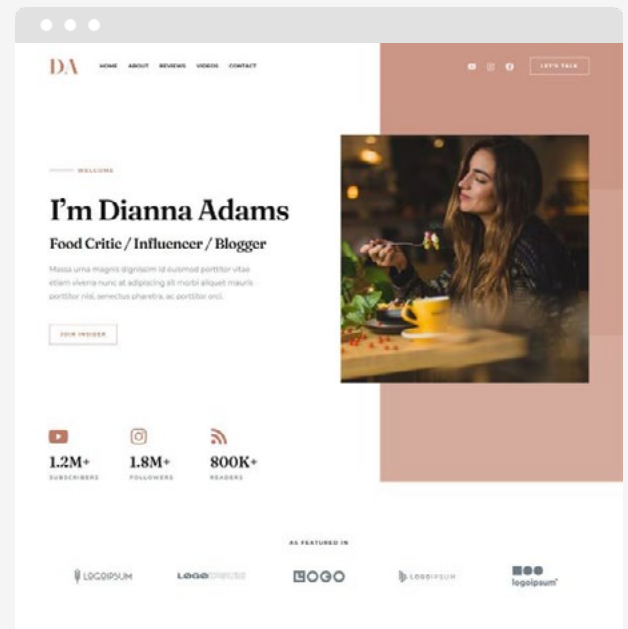
2.

Aspirational lifestyle imagery, incorporating flowers or other natural outdoor elements

3.

Hand-drawn icons, paisley, or other decorative elements can add a lovely visual flair to any design

Elegant Website Templates

Page templates are just the start of building a website **CLICK HERE** to check out our done-for-you website packages and learn more!

Get the complete Elegant & Feminine style guide + BONUS Canva font & color palettes for just $7!

HECK YES!

Elegant & Feminine

Issues to watch out for...

① Deco overload

When you CAN use any decorative elements you want to compliment your elegant & feminine brand, the tendency is to use a lot of them without being discerning enough.

Be selective with the decorative elements, and collect great photos. Overloading your audience visually is only going to take away from your brand experience.
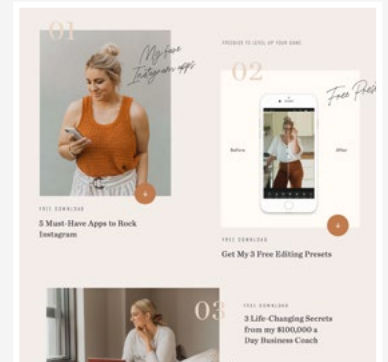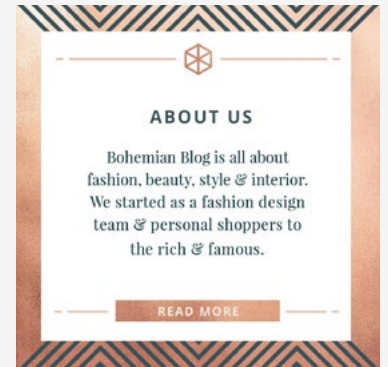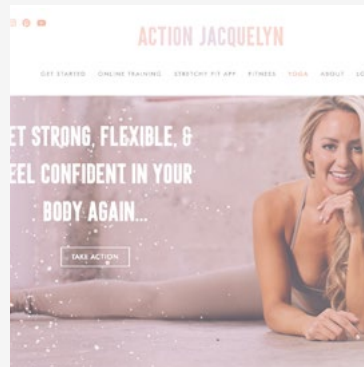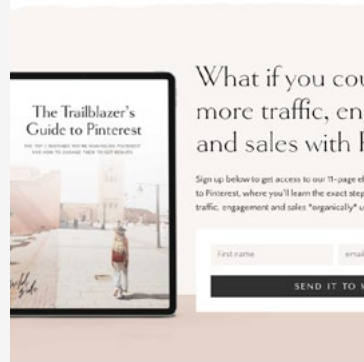
② Mismatched photos

There's SO many great stock images out there for Elegant & Feminine brands, but you have to remember to choose wisely.

You want to match any stock photos you use to your own promotional lifestyle photos. Qualities to keep an eye out for when comparing the look of your photos: light vs. dark, warm vs. cool, minimal vs. dense, plants vs. no plants, modern vs. vintage, etc.

③ Not geared towards men

Don't be too frilly with your design if you intend to market to all gender identities! Elegant & Feminine brands mostly exist in industries that cater people who are women-identifying.

These industries include (but obviously aren't limited to): life coaching, fashion, beauty & lifestyle, pregnancy & baby blogs, nutrition, fitness, retreats, and interior design.

Royal & Premium

Why this style ROCKS

What better way to appeal to your market's fine tastes than with a luxury brand? This style projects visions of fame, riches, and a first class, jet setting lifestyle.
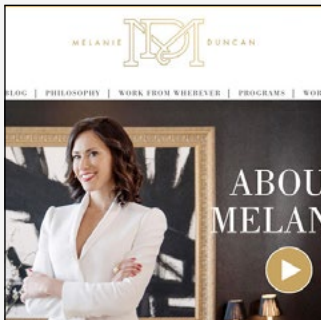
Best Audience

This style is great if you have a wealthy target audience, or especially people looking to become wealthy. Either way, your market's pain points need to center around the accumulation and management of wealth.

Key characteristics

1.
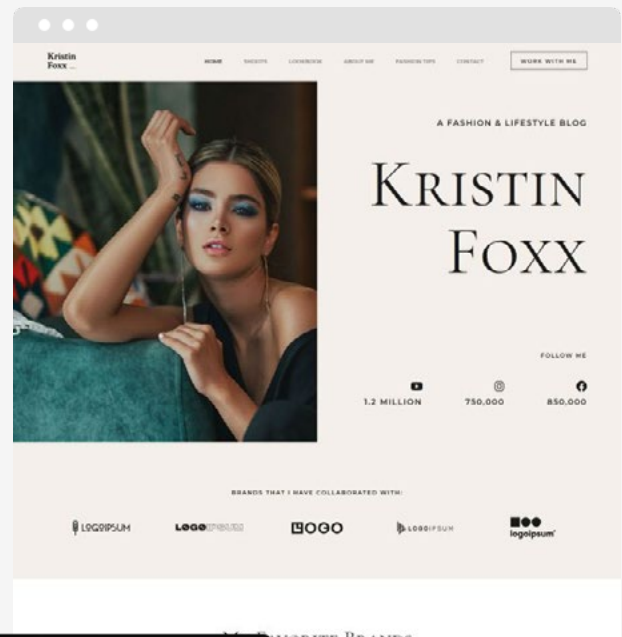High-end promotional photography depicting fashionable clothing

2.
Using "lush" colors such as black, white, gold, dark purple & maroon
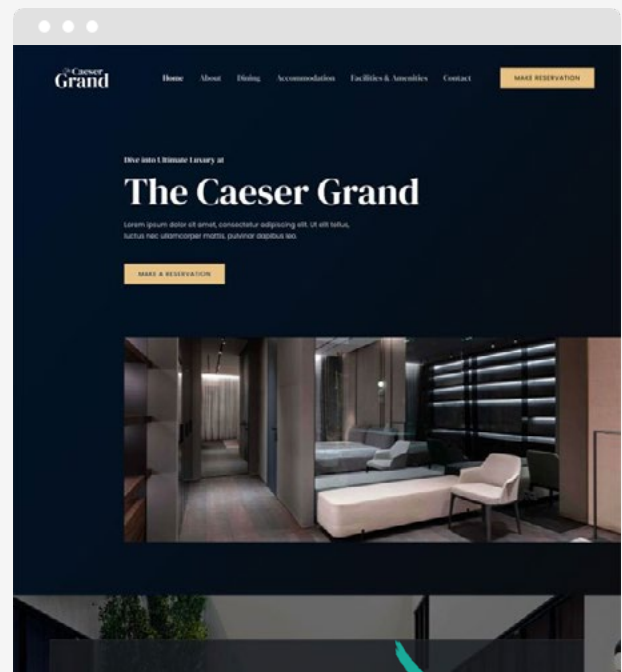

3.
Delicate iconography with wealthy & aspirational lifestyle imagery

Royal Website Templates

Page templates are just the start of building a website

CLICK HERE to check out our done-for-you website packages and learn more!

Get the complete Royal & Premium style guide + BONUS Canva font & color palettes for just $7!

HECK YES!

Royal & Premium

Issues to watch out for...

❶ Cheap designers

I've taken on more than just a few clients who wasted money on an inexperienced designer in order to save money at the start.

The truth is, it's worth just saving up for a high-quality designer and starting out with a nice-looking theme that you install yourself. There's tons of fantastic options out there, just keep it as clean & minimal as possible to start – save the customizations for your future designer!
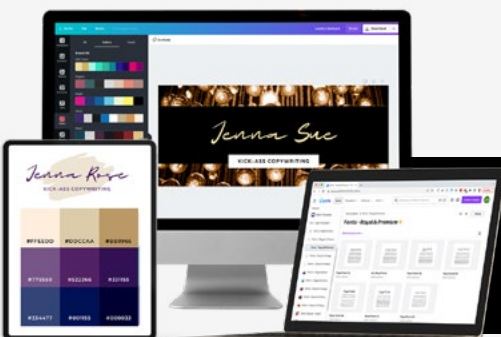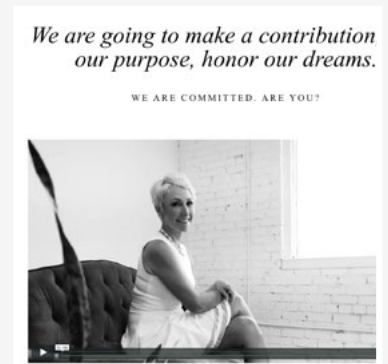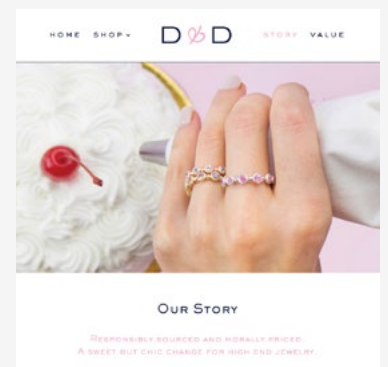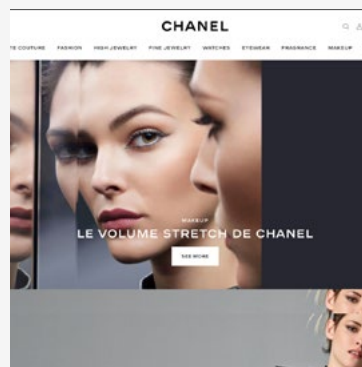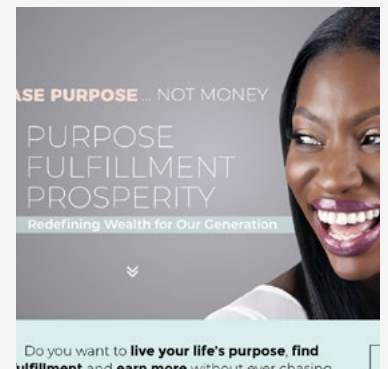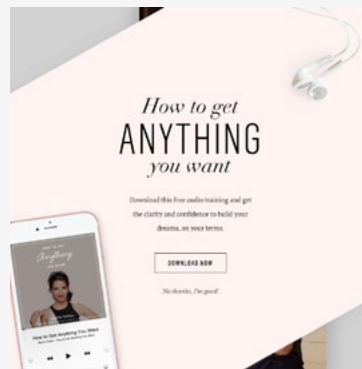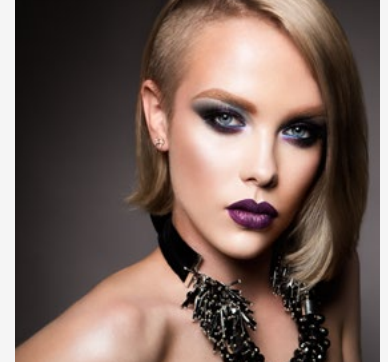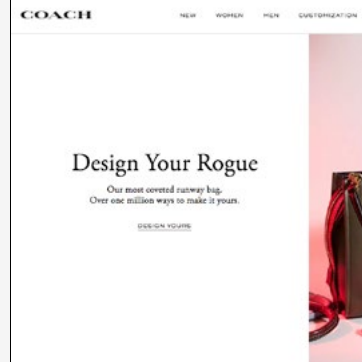
❷ Tough to stand out

At times, I've felt inundated with similar looking brands that use this Signature Style.

Stand out by expanding what it means to be Royal & Premium – choose dark, rich fuchsia instead of maroon, try rose gold instead of yellow gold, check out Google Fonts' 'handwritten' collection instead of jumping straight to calligraphic.

❸ Too much filligree

One important design principal to keep in mind is the value of taking things away. Once you establish an initial design, ask what parts are absolutely critical to achieving the look you want, and remove the rest.

Do you need that second divider? Every single bullet section is something different – why not choose the best 1 or 2? How many kinds of box section designs can you find on one page?

Visual & Vintage

Why this style ROCKS

Visually dense brands focus on combining line art or illustration with their photography. It uses minimal white space, abstract patterns or textiles, and often give a "handmade" feel through script typography and art.
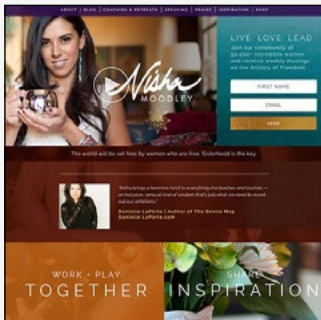
Best Audience

Probably most aligned with the "boho" audience, this style tends to target thrift fashionistas, women seeking empowerment, and people concerned with world issues.

Key characteristics

1.

Experimental with photography, typography & pattern design

2.

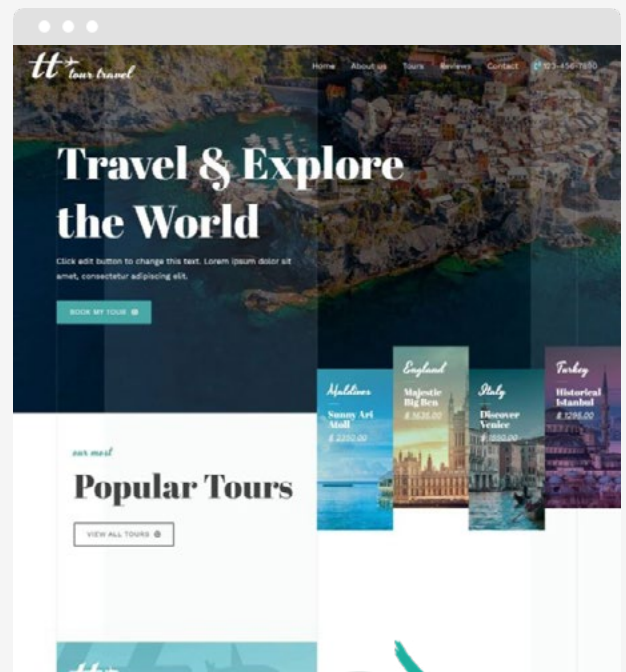Use of patterns and color blocking to separate elements on a website

3.

Vintage styles & photography used in new and exciting ways

Vintage Website Templates

Visual & Vintage

Issues to watch out for...

① Crimes against the eyeballs

Sometimes, less is actually more!

To give your visitors a bit of an eye-break, it's a good idea to separate your dense, photo-heavy sections with clean, content-driven white space sections.

Using intermittent color blocking and big, bold text sections on white backgrounds can help space out your more eye-popping areas.

② Not enough photos

Since this is a very photo-dense style, you need a lot of different options to choose from. I don't just mean lots of different portrait shots – you also need variety in the types of photos you take in the first place.
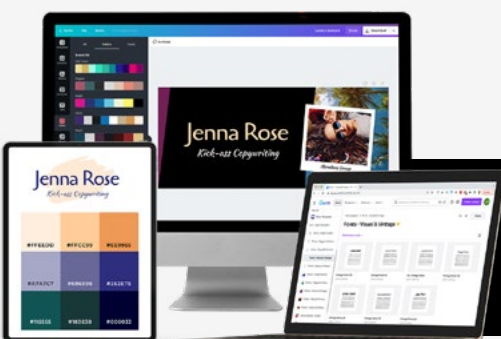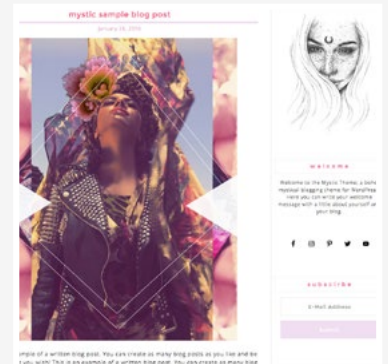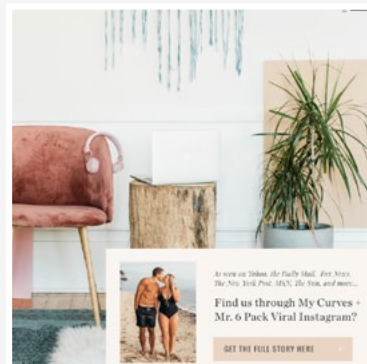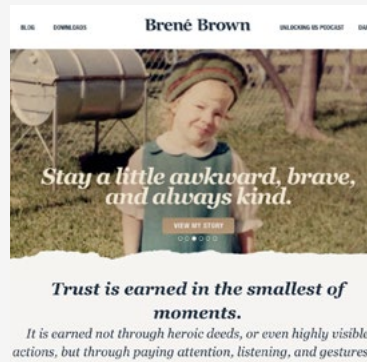
You need some close-ups of you working with your hands, engaging with a hobby, and LOTS of environment shots.

Looking to take better promo photos? **Here's a super handy FREE guide** to get you started!

③ Not enough brand consistency

It's an extremely daunting task to DIY this style without real world design experience. A novice will likely go overboard, and your designs, branding & website will lack cohesion.

Creating an overarching theme is critical with this kind of style, so if you're hellbent on the DIY route, focus on finding specific inspiration to follow, and *stick to your color palette!*

Ready to work with a designer?
Look no further than Design Mastermind.

Enjoyable & Collaborative

We encourage clear, open communication and honest, straightforward feedback.

Our goal is to not just produce results, but make the whole process easy & fun from beginning to end.

Web + Graphics One-Stop Shop

No need to juggle 10 different team members when we cover all the creative necessities under one roof! We've worked with clients in (almost) every industry, and can design just about anything you throw at us.

We Speak Sales & Marketing

Our team uses tried & tested lead conversation strategies, while optimizing for SEO.

With 12+ years in the field, we use cutting-edge tech to bring our clients the best results.

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Laura Patricelli

Lead Designer & Creative Director