DIY BRAND GUIDE

A simple, step-by-step guide to help your district define:

* Your **voice & tone**
* Your **visual brand**
* A **color palette** based on your logo

No design degree needed. Just your logo, some thoughtfulness, and a little Streamline magic.

## **🪞 Step 1: Define Your Voice**

**Your** [**“voice”**](https://drive.google.com/drive/folders/1Ob_sYO3HNTf-XytakjaxxqJO-f1SrL1R) **is your personality on paper.**

Ask:

* Are we more formal or friendly?
* Do we want to sound conversational or official?
* Should we inspire, inform, or advocate?

✅ **Quick Exercise:** Choose 3 adjectives to describe your voice.  
 *Examples: trustworthy, clear, upbeat — or helpful, warm, knowledgeable.*

## **🗣️ Step 2: Decide Your Tone**

[**Tone**](https://drive.google.com/drive/folders/1Ob_sYO3HNTf-XytakjaxxqJO-f1SrL1R) **= your voice’s mood in different moments.** Just like a park ranger might speak differently at a town hall than in a fire safety PSA.

Create a tone chart for key communication types:

| **Communication Type** | **Tone** | **Example Phrase** |
| --- | --- | --- |
| Emergency Alert | Direct, serious | “Please evacuate by 3 PM.” |
| Newsletter | Friendly, informative | “Here’s what’s happening this month!” |
| Social Media | Engaging, light | “Guess how many gallons we saved?” |

## **🎨 Step 3: Build a Color Palette from Your Logo**

Use your **existing logo** to create a simple color system.

✅ **How-To:**

1. Upload your logo to Coolors.co
2. Click “Pick Colors from Image”
3. Save 3–5 colors from your logo

🎯 Pro Tip:

* Pick one dark color (for text)
* One bright or bold color (for highlights/buttons)
* One neutral or light color (for backgrounds)

✅ Add these colors to a [**brand board template**](https://drive.google.com/file/d/1m7GzD7Zi777yRaNYNX7JAVilv_tk3d5C/view?usp=sharing) (provided in your kit!)

## **🖋️ Step 4: Pick Your Fonts**

Choose 1-2 fonts that match your tone.

* **Header font**: Bold, modern, or traditional?
* **Body font**: Easy to read (sans-serif works well!)

✅ Use free Google Fonts: [fonts.google.com](https://fonts.google.com)

🎯 Pro Tip: Use the same fonts across your website, flyers, and social posts for consistency.

## **📄 Step 5: Create a Simple Style Guide**

Put it all together in a 1-page reference doc.

✅ Include:

* Voice & tone summary
* Logo usage (file links)
* Color palette (hex codes)
* Font choices
* Example phrasing

Your district’s voice is a reflection of the people you serve—make it authentic, make it clear, and make it yours. We’re here to help if you need a little nudge.

Let’s get branding!