



No.09

BRAND BIBLE

@RARAPR

#PRBYYOU

BRAND BIBLE

Copyright © RARAPR PTY LTD. All rights reserved.

The purchasee has purchased the right to save this document as a PDF and create copies within Canva for the intended use of its creation - to up-level in-house or agency PR tools. It is not for on-sale. And it or elements of it, can not be copied for sale. It is not within the terms for this document to be sold or replicated for sale. All copywriting belongs to raraPR and cannot be replicated without noted credit. One single customer license per product. RARAPR reserves the right to pursue legal remedies against violations.

EXPRESSION OF VALUE

AN EASY TO FOLLOW FORMAT.

TEMPLATES TO ASSIST YOU WITH SECURING A BRAND BIBLE FOR YOUR BUSINESS.

FACILITATES HELPING YOU GET CLEAR ON YOUR CORE BRAND VALUES, DIFFERENTIATION AND BRAND VOICE.

WRANGLES YOUR BRAND EXECUTION AND VISUAL STRATEGY.

PR LESSONS AND RATIONALE BACKED BY INDUSTRY EXPERIENCE.

UP-LEVELS YOUR BRANDING AND PR TOOLS.

SYSTEMISES YOUR APPROACH TO THE LOOK, FEEL AND SOUND OF YOUR BUSINESS TO HELP YOU BUILD A BRAND AND HAVE MORE IMPACT.

THE BRAND BIBLE EXPLAINED

The Brand Bible is a manifestation of what your brand looks, sounds like and who it is speaking to.

The Brand Bible is a guide to centralising your design assets, language, ideal customers, vision, mission and goals. It helps to help bring about consistency and clarity for you, your team and your suppliers.

The Brand Bible also addresses language. Because words; centred on values are how you cultivate the world around you and what is possible to manifest through language.

The words you use help, to create the type of world you want to live in; how people experience you, your brand, and all that you create.

Words better shape reputation for your business and support it in becoming a brand that is liked, known and trusted.

COVER PAGE

BRAND BIBLE [PROJECT NAME]

CLIENT NAME GOES HERE

CONTENTS

05

THE BRAND

Masterbrand logo, secondary logo and usage explained.

06

AVATAR

Primary avatar, secondary avatar and usage explained.

07

BRAND COLOURS

Brand colours defined; including primary colours, secondary colours and shades of colours which together make up the brand colour family. As well as usage explained.

11

FONTS

Pre-set fonts to guide the font style of your brand. Usage explained.

10

MOODBOARD

A collage of images in a composition based on the mood of the brand visually. Various layout options provided to suit you.

CONTENTS

05

PAGE TITLE

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

10

PAGE TITLE

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

12

PAGE TITLE

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

14

05

PAGE TITLE

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

10

PAGE TITLE

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

12

PAGE TITLE

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

14

CONTENTS

Page title	02
<hr/>	
Page title	04
<hr/>	
Page title	06
<hr/>	
Page title	08
<hr/>	
Page title	10
<hr/>	

BRAND BIBLE

CONTENTS

About the Brand/Brand History
About the Brand/Core Brand Values
Approach
Your Why/Your Purpose
Vision
Mission
Goals and Objectives

BRAND POSITIONING

Target Market
Tone-of-Voice
Unique Selling Proposition

BRAND EXECUTION

Style Guide
Brand ID
Fonts and Usage
Design Assets

BRAND BIBLE

ABOUT THE BRAND

BRAND HISTORY

[PLACE-HOLDER COPY] This is there is where you shed some light on the origin story of the brand. How did the business start. Where was the brand, where is it now. What makes the business different. Who are the founders.

This is there is where you shed some light on the origin story of the brand. How did the business start. Where was the brand, where is it now. What makes the business different. Who are the founders.

This is there is where you shed some light on the origin story of the brand. How did the business start. Where was the brand, where is it now. What makes the business different. Who are the founders.

This is there is where you shed some light on the origin story of the brand. How did the business start. Where was the brand, where is it now. What makes the business different. Who are the founders.

BRAND BIBLE

ABOUT THE BRAND

CORE BRAND VALUES

A more modern take on Brand Values is Your Ethos. Brand Values are the guiding and core principles that direct the culture and decision making within your business. Not to be confused with code of ethics which outline procedures to put those values into place and ensure they're upheld.

Explain in your words why Core Brand Values are important. i.e. These are the core values of the brand. And are in no way meant to be exhaustive, rather they are intended to simply illustrate how rich a source of inspiration as stand-alone words they are to the mindset of the brand. Core brand values must be actionable and written in statements to optimise their use for you and your company.

Words by raraPR founder, Jade Roberts.

CORE VALUE

These are the core values written as actionable statements. For example if fun was one of your core values it might be, 'We bring people together through fun, good vibes and great experiences.'

CORE VALUE

'We bring people together through fun, good vibes and great experiences.'

CORE VALUE

'We bring people together through fun, good vibes and great experiences.'

CORE VALUE

'We bring people together through fun, good vibes and great experiences.'

CORE VALUE

'We bring people together through fun, good vibes and great experiences.'

CORE VALUE

'We bring people together through fun, good vibes and great experiences.'

BRAND BIBLE

ABOUT THE BRAND

THE DIFFERENT

POINT-OF-DIFFERENCE

This is where you write about the point of difference for the brand. This is where you write about what makes you different from your competitors.

Is where you're located different, is what you sell different, is your target audience uniquely yours, is your purpose different, is the problem you solve for the world unique and different in that it hasn't been solved before. This is sometimes referred to as the USP, (unique selling proposition); but the idea of branding is to eliminate selling. So let's go high-grade and focus on 'the different'.

THE PR PURPOSE STATEMENT

Now, this is where you'll place your PR Purpose Statement. If you haven't already, be sure to check out PR BY YOU No.2. and No.3 They will help you get clear on your PR Purpose Statement (TM) and facilitate this for others.

I repeat, this is where you'll place your PR Purpose Statement. If you haven't already, be sure to check out PR BY YOU No.2 and No.3. They will help you get clear on your PR Purpose Statement (TM) and facilitate this for others.

BRAND BIBLE

ABOUT THE BRAND

THE APPROACH

THY WHY

The reason your business exists. Finding and articulating your why is the communications foundation of your entire business. The 'why to buy' is exactly that; having clarity on the WHY helps your audience understand more easily not just what you do and how you do it, but why you do it. Your WHY is about what the company believes. This is the purpose beyond yourself. Your ultimate cause.

VISION

Your vision is the end-result of reaching all of your ideal outcomes and everything you set out to achieve. You can define visions for various departments and projects within your organisation.

MISSION

Defining your businesses mission is an important part of the strategic planning process of brand positioning, consistent marketing and business success. This is about how you're going to reach your vision. The house for example is how it looks, but the mission is how you're going to build it. The mission articulates What you do, who you do it for and how you do it.

Words by raraPR founder, Jade Roberts

BRAND BIBLE

ABOUT THE BRAND

THE APPROACH

THY WHY

Write your brand's WHY here.

VISION

Write your brand's vision copy here.

MISSION

Write your brand's mission copy here.

BRAND BIBLE

ABOUT THE BRAND

GOALS AND OBJECTIVES

2 YEAR GOALS

- Outline your 2 year goals, or make them five year or 10 year goals. Adjust to suit you and your business; but make it clear what you need to achieve in order to progress with your mission and reach your ultimate vision. Make them specific.
- i.e. Create a DIY PR product program centred on democratising PR
- i.e. To build and design a DIY PR Workshop that gets PR thinking up the boardroom ladder and mentors PR Pros around the world.

5 YEAR GOALS

- Outline your five – ten year goals. Adjust to suit you and your business; but make it clear what you need to tick off in order to progress with your mission and reach your ultimate vision. Make them specific.
- i.e. To build and design a PR Membership Program that gets PR thinking up the boardroom ladder and mentors PR pros around the world so that they feel supported, seen, heard, valued and as significant as the work they do for their clients and the contribution they make on the world.

BRAND BIBLE

BRAND POSITIONING

TARGET MARKET

Gender/Non Gender: Details Here

Age: Details Here

Location: Details Here

CONSUMER PROFILING

Write a line about your ideal customers interests.

Write a line about your ideal customers attitudes.

Write a line about your ideal customers values.

Write a line about anything else relevant.

LOCATION

Write more details about where your customer is located. Where do they hang out. Where can you find them. Where are they likely to look for your services.

Write more details about where your customer is located. Where do they hang out. Where can you find them. Where are they likely to look for your services.

BRAND BIBLE

CLIENT DEMOGRAPHIC AND PSYCHOGRAPHIC

CLIENT 1

Write details about your ideal customer here. The hero customer and a representative of your primary audience. You can't reach your customers unless you know and can articulate exactly who they are.

Write details about your ideal customer here. The hero customer and a representative of your primary audience. You can't reach your customers unless you know and can articulate exactly who they are.

CLIENT 2

Write details about your ideal customer here. The hero customer and a representative of your primary audience. You can't reach your customers unless you know and can articulate exactly who they are.

Write details about your ideal customer here. The hero customer and a representative of your primary audience. You can't reach your customers unless you know and can articulate exactly who they are.

OCCUPATION/INDUSTRIES

- Art
- Fashion
- Interior Design
- Property, architecture
- Finance and the share market
- Social media, PR and branding building

BRAND BIBLE

CLIENT DEMOGRAPHIC AND PSYCHOGRAPHIC

tone-of-voice

Write details about the tone-of-your brand voice. The one that guides your entire brand and every piece of content. You appeal to no one when you try to appeal to everyone. Therefore set not just a tone but a specific age to your brand voice and remain consistently loyal to it.

Write details about the tone-of-your brand voice. The one that guides your entire brand and every piece of content. You appeal to no one when you try to appeal to everyone. Therefore set not just a tone but a specific age to your brand voice and remain consistently loyal to it.

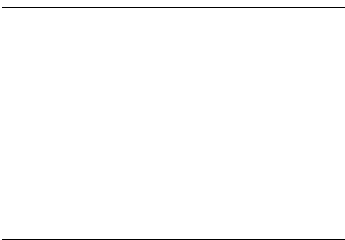
VOICE GUIDING PRINCIPLE/STRUCTURE

Write details about the themes that guide your brand's tone-of-voice i.e. friendly, funny and informative. Or is it relatable, conservative, and generous. Or perhaps it's kind, caring and smart. The brand voice guiding principles will absolutely be guided by the core brand values.

THE BRAND

MASTERBRAND LOGO

Place your hero brand identity here



USAGE

The masterbrand logo is the hero logo you use by default. However it is not your Avatar and for some design executions you might use your secondary logo.

SECONDARY LOGO

If you have a secondary logo, place it here. For example, a different layout of the same identity.



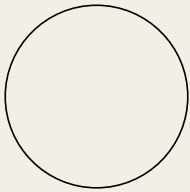
USAGE

The secondary logo comes into play in situations where you might need a landscape perspective of your logo or a profile perspective. Or a right hand or left hand margined version of your logo.

THE AVATAR

HERO AVATAR

Place your hero avatar here.

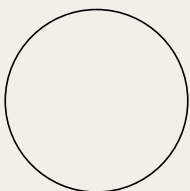


USAGE

An avatar is also known as a favicon; a short version of your logo. Avatars are used for web browser icons, as well as for social media profile icons. They add to your design suite and become a supplementary brand mark in your tool kit.

SECONDARY AVATAR

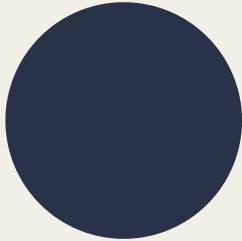
If you have a secondary avatar, place it here.



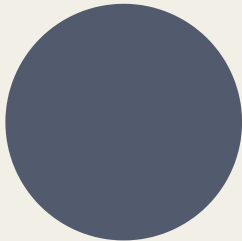
USAGE

A secondary avatar comes into play when you want to rotate colours. Or if you have a campaign related avatar that is used for a period of time.

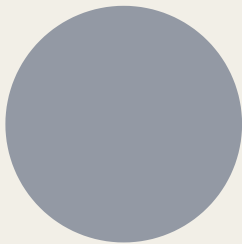
BRAND COLOURS



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF

PRIMARY BRAND COLOURS

USAGE

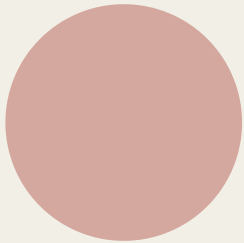
Primary brand colours are your hero colours. They are your anchor colours and the ones which have a primary and default presence in your design assets.

Commonly, primary colours are incorporated into the logo and are made up of one to three colours or more if desired.

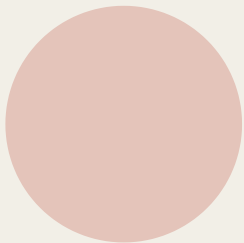
They don't need to be used all at once for every execution; rather they become a small grouping of colours you can rely on for variation and consistency.

Primary brand colours are the colours your business becomes known for and identified with.

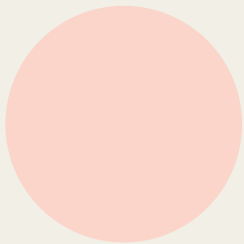
BRAND COLOURS



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF

PRIMARY BRAND COLOURS

USAGE

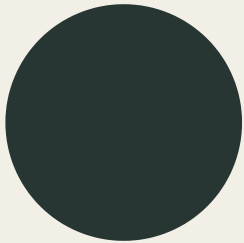
Primary brand colours are your hero colours. They are your anchor colours and the ones which have a primary and default presence in your design assets.

Commonly, primary colours are incorporated into the logo and are made up of one to three colours or more if desired.

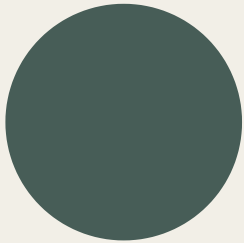
They don't need to be used all at once for every execution; rather they become a small grouping of colours you can rely on for variation and consistency.

Primary brand colours are the colours your business becomes known for and identified with.

BRAND COLOURS



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF

PRIMARY BRAND COLOURS

USAGE

Primary brand colours are your hero colours. They are your anchor colours and the ones which have a primary and default presence in your design assets.

Commonly, primary colours are incorporated into the logo and are made up of one to three colours or more if desired.

They don't need to be used all at once for every execution; rather they become a small grouping of colours you can rely on for variation and consistency.

Primary brand colours are the colours your business becomes known for and identified with.

SECONDARARY COLOURS



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF

SHADES OF GREEN

USAGE

To push brand colours further, we like to develop a series of pre-set secondary colours which are shades of and tints of the primary colours.

We have developed a set of colours anchored from the green putty hex code #96835d

It's important not to over do the colour library and diffuse impact; however there is definitely room to explore the depth of colours attributed to your brand for various useage and as need.

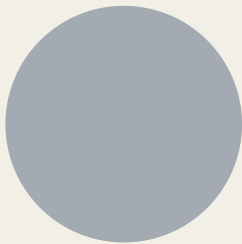
SECONDARY COLOURS



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF

SHADES OF BROWN

USAGE

This series of secondary colours has been developed from the primary colour family hex code of #A56629

We wouldn't recommend more than 15 secondary colours. Although we have been known to develop brand bibles and style guides with more i.e. variations of white

FONTS

PRIMARY FONT

Montserrat Classic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

USAGE

Primary font to be used for subheadings.

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

USAGE

Primary font to be used for main body copy.

SECONDARY FONT

Montserrat Semi-Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

USAGE

Secondary font to be used for main page titles.

RECOMMENDATION

We usually pair a sans serif font and a serif font as a font family for a brand. For some brands however we double up on the font type to reinforce a certain positioning. This is the case of this example. These are both sans serif fonts.

MOODBOARD

THE MOODBOARD EXPLAINED

The moodboard is a manifestation of what your brand will look like by way of imagery visually and as a grouping of images. You can plug and play your images in the following pages which help set the tone for briefing staff, creative suppliers for examples photographer or graphic designer or you can use them to set the tone and guide you or your client's social media strategy.



#736529

#96835D

#A56629

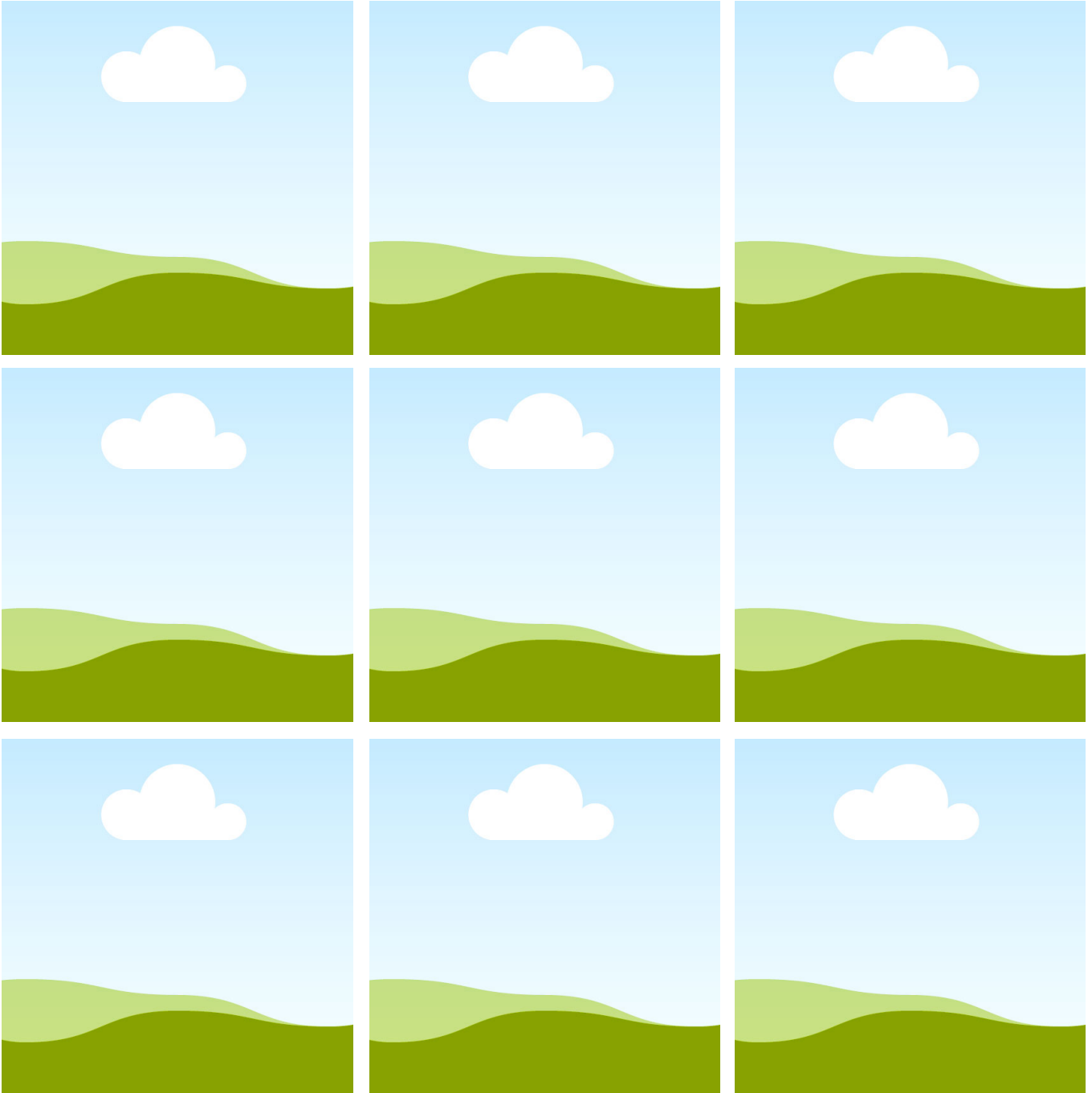
#C5B091

#E1D9B0

#ABA27E

#E3E0D4

MOODBOARD



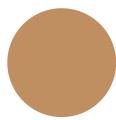
HEX



HEX



HEX



HEX



HEX



HEX



HEX

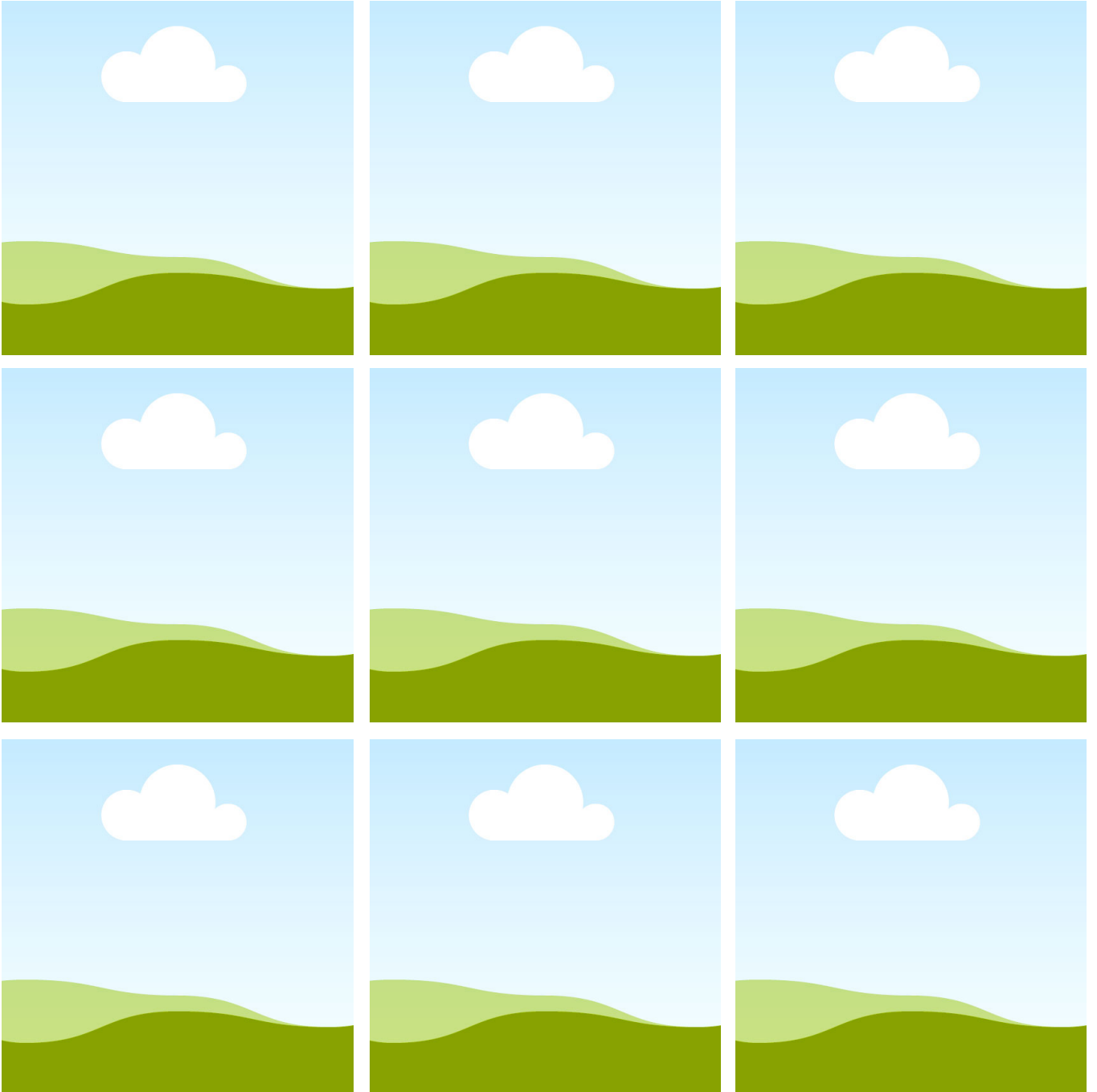


HEX



HEX

MOODBOARD



HEX



HEX



HEX



HEX



HEX



HEX



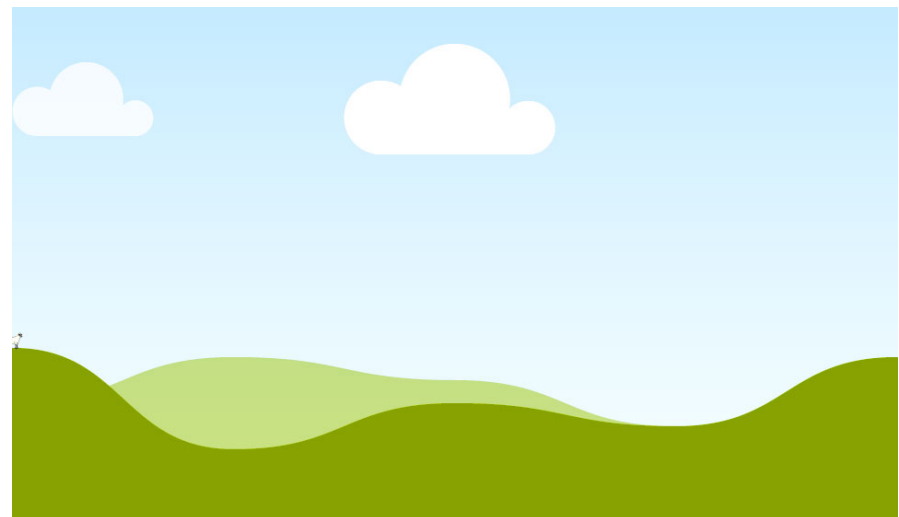
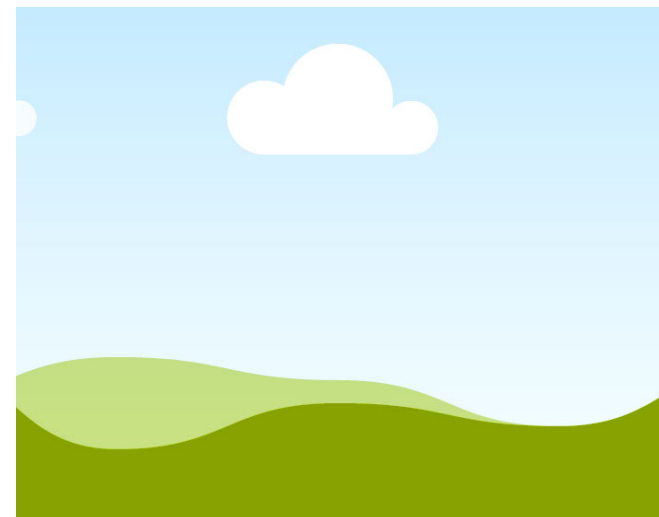
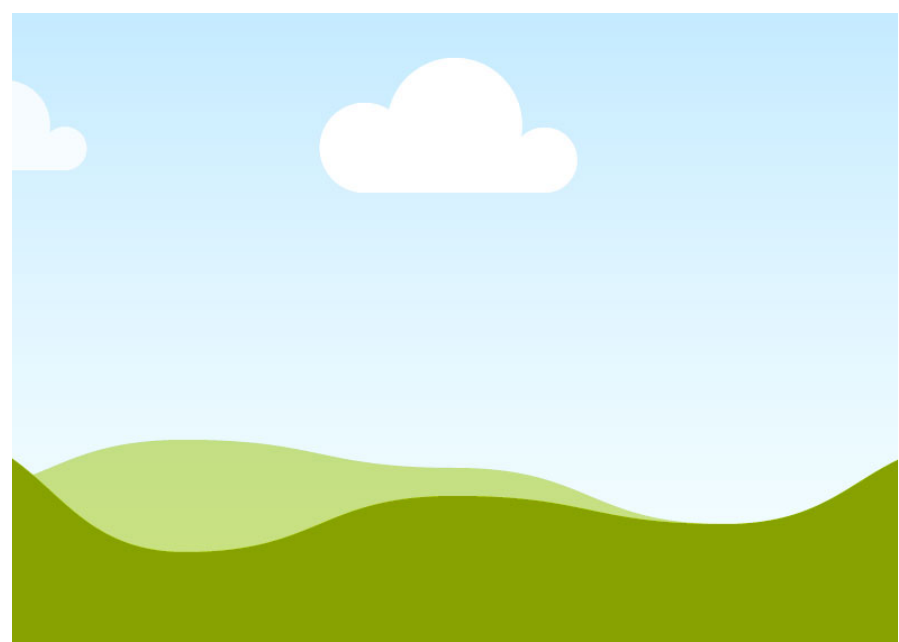
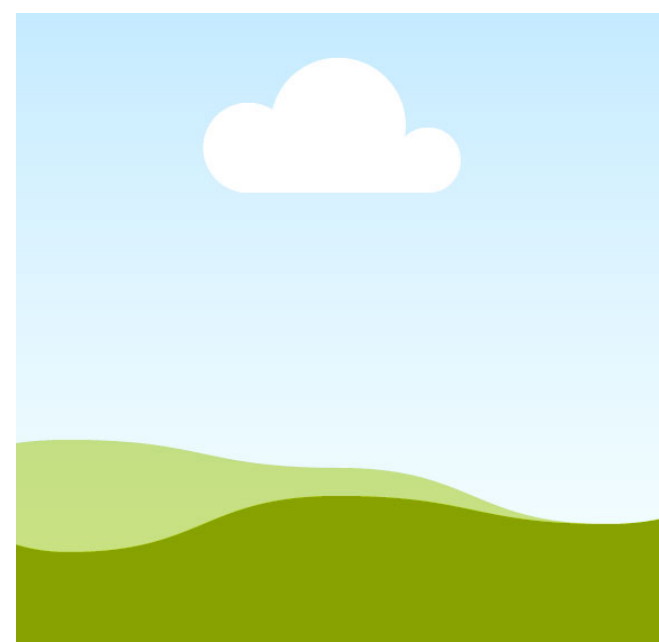
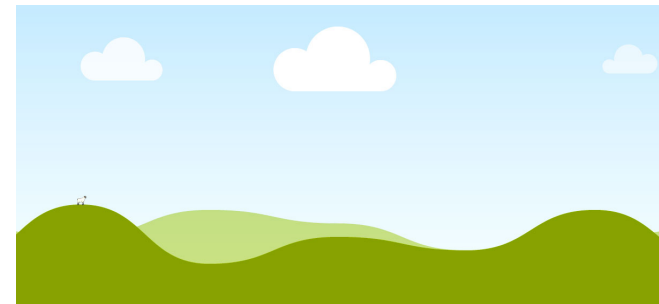
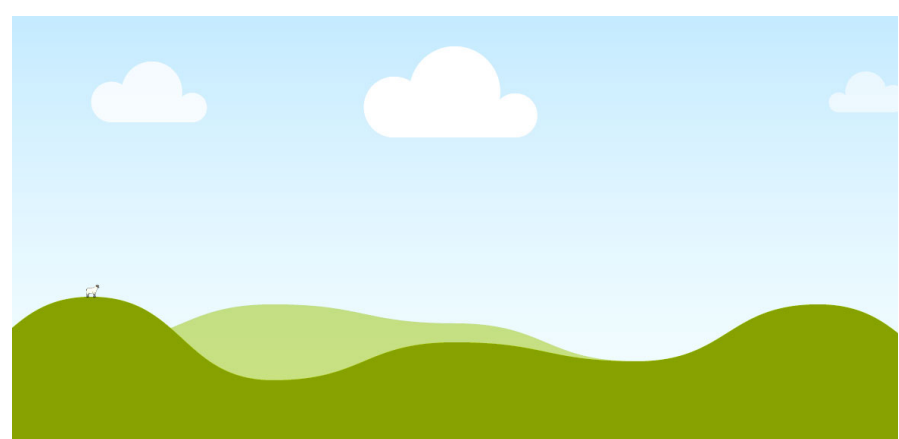
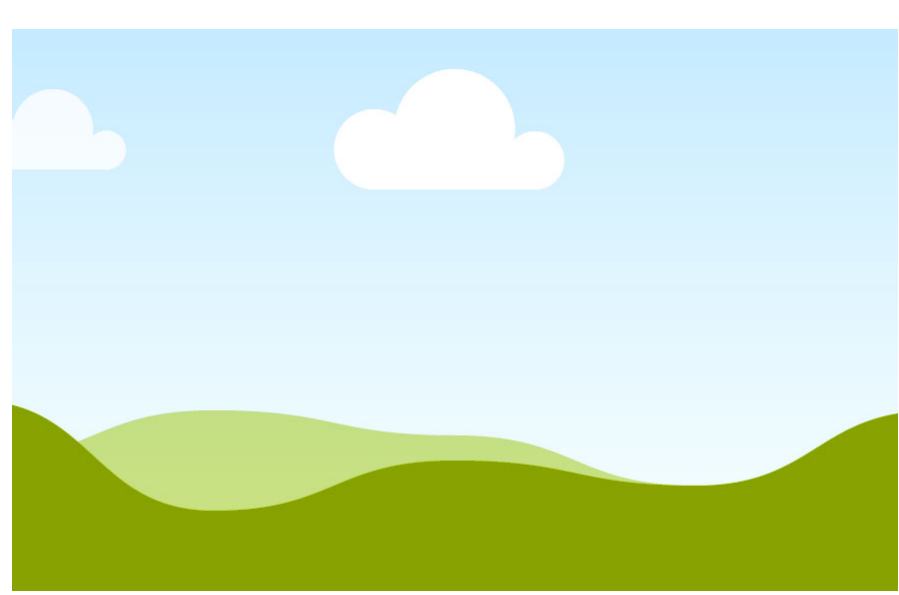
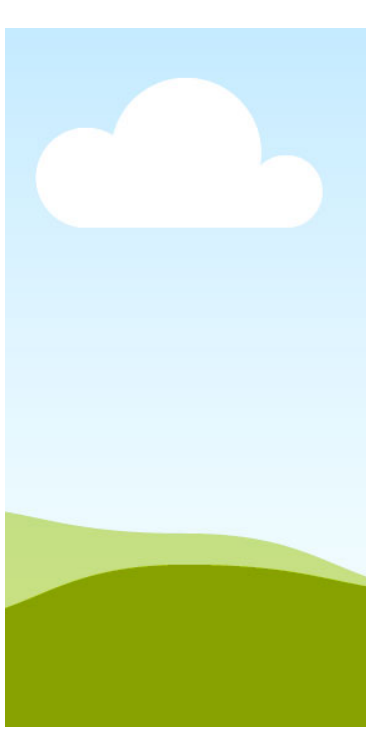
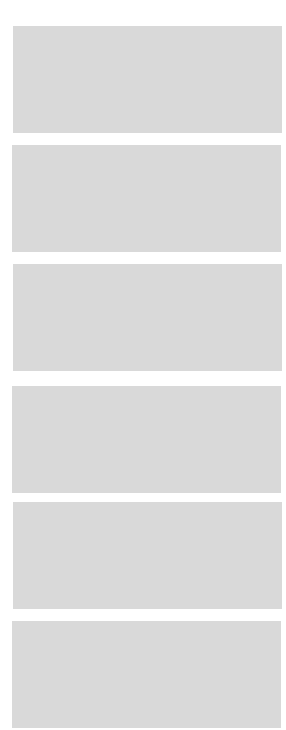
HEX



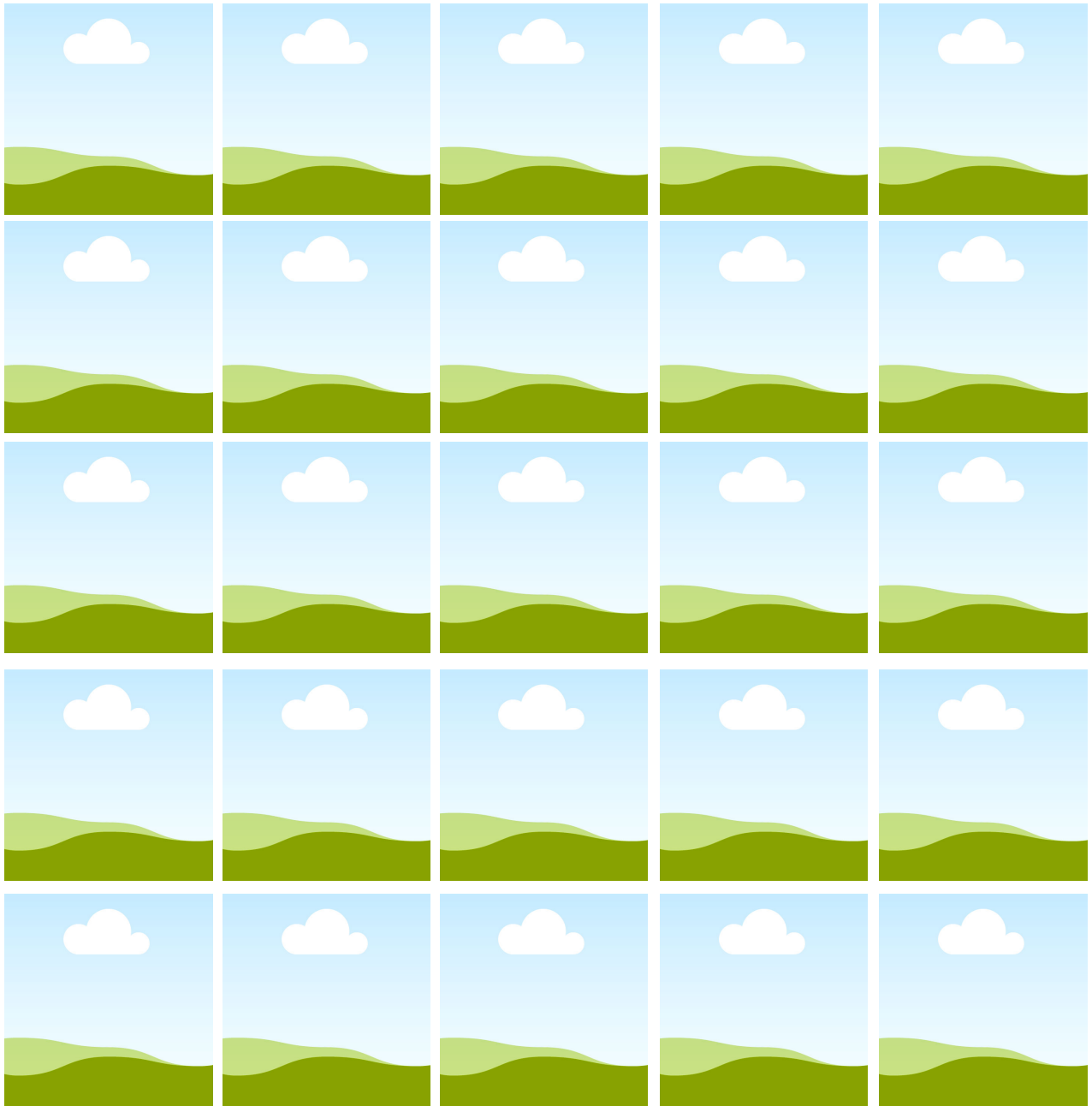
HEX



HEX



MOODBOARD



Berio te magnit ut aut volupta que magnam elestiurio
iusdan voluptat ad eat earciis simpos mil mos as dolum,
cumquam est, conserepel ipsam eos erat.

Veliquatur ad ma pratquiam sam fugit pore in
cullanditius esci repelitae nonem ad quiss maio et eos
evenisc idebit perumquam in ea endic to volorem sitio
voluptae natia.

PROPERTY MATE
BRAND NAME GOES HERE

BRAND BIBLE TEMPLATE CHECKLIST

-  REVIEW THE DOCUMENT
-  DROP IN YOUR BRAND ID AND FONT ASSETS
-  FOLLOW ALONG THE PROMPTS AND PR LESSONS
-  DROP IN YOUR IMAGERY
-  DELETE WHAT YOU DON'T NEED, KEEP THE REST. REVIEW, REFINE, REPEAT. NOW YOU HAVE A BRAND BIBLE.

GET THE PR GOODS

For more PR goods be sure to visit our free resources page, sign-up to our newsletter and check out our shop for accessible PR options for you, your clients or your business at any stage of your PR journey.

[LEARN MORE](#)

raraPR is above all the sum of people who together help build brands and share stories. We are present in our determination to make a positive difference to the world by representing individuals and businesses doing good. We are an extension of the personal stories within us, those that we exist for and those within you that need to be heard.

WWW.RARAPR.COM