



CHECKLIST  
FOR  
YOUR STYLE GUIDE

LEADERSHIP  
& LIPSTICK

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Thank you 😊

# ABOUT THE AUTHOR



I create stylish communication content for entrepreneurs which I publish on my blog [Leadership & Lipstick](#). You will find links to free downloads, attractive affiliate programmes and e-books.

Looking forward to networking with you.

Brigitte Kobi

# CHECKLIST FOR YOUR STYLE GUIDE

## YOUR LOGO

I trust you have a logo for your business. If not you need one.

## COLOUR MODES

You need your logo the following colour modes:

- CMYK which is used for digital print (as well your office printer)
- RGB which is used for the web
- Pantone if you use it for offset print

## EXAMPLES

The colour in the above title:

### CMYK:

- 73 5 28 0 (meaning: 73 Cyan, 5 Magenta, 28 Yellow, 0 Black)

### RGB:

- 22 180 189 (meaning 22 red; 180 green, 189 blue). Word for Windows will ask the information in this format.
- If you need this colour information for your blog or website you have to use this colour code #16B4BD

# CHECKLIST FOR YOUR STYLE GUIDE

## YOUR FONTS

You will want to use the same fonts everywhere. Or at least you will have a system.

It might be that you use [Google Fonts](#) for your Blog which are not suitable for your letters and printed matter.

So you might want to use a list similar to this one:

## WEBFONTS

What	Font Type	Font Size	Font Colour
Header 1			
Header 2			
Header 3			
Links			
Text			

## EXAMPLE

What	Font Type	Font Size	Font Colour
Header 1	Open Sans	32 px	#E3482D

# CHECKLIST FOR YOUR STYLE GUIDE

## FONTS FOR LETTERS, CUSTOMER MAILS ETC.

For example for Word documents.

What	Font Type	Font Size	Font Colour
Heading 1			
Heading 2			
Heading 3			
Important text			
Text			

## EXAMPLE

What	Font Type	Font Size	Font Colour
Heading 1	Arial	22	192 0 9

## PR MATERIAL, FLYERS, E-BOOKS ETC.

Maybe you have an extra format for flyers, e-books etc.

What	Font Type	Font Size	Font Colour
Heading 1			
Heading 2			
Heading 3			
Important text			
Text			

# CHECKLIST FOR YOUR STYLE GUIDE

## IMAGE SIZE

If you make flyers etc. your images would probably vary. But for your website or your blog they should always be the same.

These images are always in the colour scheme RGB and should have a resolution of 72 dpi. (For print you need 300 dpi). [This article](#) will tell you more about the technical aspects of images.

### WEBSITE AND BLOG IMAGES

Position	Size in px (width x height)
Background image Website (if there is one)	
Images (Illustrations in Website)	
Main images of each blog post	
Images on widgets	
Preview images	

### EXAMPLE

Position	Size in px (width x height)
Images (Illustrations in Website)	600 x 750

# CHECKLIST FOR YOUR STYLE GUIDE

SPACE FOR MORE INFORMATION