



HOW TO DEVELOP A

Brand Style Sheet



(an excerpt from Personal Branding for Creatives)



By Dusti Arab



BRAND STYLE SHEET



1. Logo

2. Color palette

3. Fonts

4. Voice/tone

5. A one-liner



BRAND STYLE SHEET



6. A 100-word pitch

7. Conventions

8. Founder 100-word bio

9. Social links

10. Media



Still need help?



No problem. Get your brand sheet reviewed and edited by **yours truly**.

1. Fill out this brand style sheet to the best of your ability.
2. [Purchase your branding session here](#).
3. I'll email you to get scheduled.
4. We'll have a branding session where I'll interview you, then make your brand sheet dazzle.
5. You have an incredibly well-crafted brand.

Sound amazing? Get in on it **now**.



Yes please.