



Web Style Guide

Protect and maintain your brand long-term with a web style guide

After you've invested in a fantastic new brand and website, you want to ensure it's well-maintained over time. Web style guides are a critical component. A web style guide empowers stakeholders and designers to stay aligned with look-and-feel, tone, and other details that comprise the experience.

THIS SERVICE HELPS TO...

Maintain your website's consistency and tone over the long term

Ensure that all website contributors stay on-brand and on-message

Communicate design, content, and development standards to your designers



WHAT YOU GET

By documenting your experience and identity in style guides, you help ensure continuity and consistency in your designs, products, and services over the long term. You get:

- ✓ Professionally developed and beautifully designed style guides that you and your stakeholders will take pride in
- ✓ Knowledge transfer of design, UX, and style conventions to empower your gatekeepers and stakeholders
- ✓ Long-term consistency in the experience your brand, web, product, and service deliver



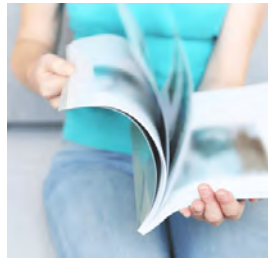
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HOW WE DO IT

- 1** We create a **Brand Style Guide** to document and define the proper use of the corporate identity, colour palette, and other visual elements for designers and marketers.
- 2** We create a **User Experience Style Guide** to document and define the proper use of elements, such as buttons, labels, colours, icons, and other visual elements for software engineering teams.

- 3** We create a **Content Style Guide** to document and define for content developers and editors the personality, tone, and style conventions for the organization's written output.

Duration: On average Web Style Guide projects range from two to five weeks.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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