



No.11

VISUAL STRATEGY

@RARAPR

#PRBYYOU

VISUAL STRATEGY

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.

RARAPR.COM

THE VISUAL STRATEGY EXPLAINED

The visual strategy is a manifestation of what your brand looks like visually. This includes all branding assets, logo, font, colours, illustration, images, shot type and how they cohesively come together visually in context with one another.

The visual strategy is how your brand comes to life visually; but behind each image or layer of content there is meaning, purpose and strategic thought with regard to the outcomes you're trying to achieve.

Once you know what your brand ID looks like and you're clear on what you're trying to say, who to and why, you are ready for the visual strategy.

Treat your content as though you are publishing your very own magazine.

The visual strategy is a guide to designing your content visually and bringing to life your magazine.

YOU ARE A MAGAZINE.

EXPRESSION OF VALUE

AN EASY TO FOLLOW FORMAT.

**TEMPLATES TO ASSIST YOU WITH ESTABLISHING YOUR
OWN VISUAL STRATEGY.**

**PR LESSONS AND RATIONALE BACKED
BY INDUSTRY EXPERIENCE.**

UP-LEVEL YOUR PR TOOLS.

SYSTEMISE YOUR VISUAL STRATEGY.

**SUPPORT CREATING A COHESIVE AND THOUGHTFUL
VISUAL STRATEGY TO SUPPORT YOUR BRAND.**

**CLARITY ON WHAT THE ASSETS AROUND YOUR BRAND
WILL LOOK LIKE.**

**A STRATEGY THAT HELPS TO INFORM YOUR ONLINE
AND SOCIAL MEDIA PRESENCE.**

COVER PAGE

VISUAL STRATEGY [PROJECT NAME]

CLIENT NAME GOES HERE

IN THIS VISUAL STRATEGY

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.

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.

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.

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

14

CONTENTS

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

THE ABOUT STORY

APPROACH

In order to produce content that is meaningful, thoughtful and consistently compelling for the people who need what you've got most (aka your target audience) we highly recommend doing the brand strategy ground work first.

Once you know why your business exists, the outcomes you're trying to achieve, how to clearly articulate what you do and how, as well as your point of difference, the problems your business solves and who for; then you're ready for bringing it all to life visually.

Many people start with the visual first and then run out of depth because there's no communications strategy to back it up why you're posting or publishing what you are. Be sure to check out our other tools to help you facilitate this.

The visual strategy is your WHO, HOW, WHAT AND WHY brought to life visually. We approach our visual strategy with what we call "YOU ARE A MAGAZINE" concept. OR in other words, be the editor of your own magazine.

Consider; what does your magazine look like, how does it sound (tone-of-voice), what colours, fonts and design assets support your magazine, and what are regular and guest features that happen, how often do they appear?

Your visual strategy is you content strategy brought to life visually in the form of an online magazine. All businesses now need to be media businesses and produce regular content so that they can share their story, PR their business and ultimately build their brand.

This is your magazine.

ABOUT STORY TEMPLATE

ABOUT YOUR BUSINESS

Write about your business here. This is where you write about your business. Provide some context about what your business does, who for and why it matters.

Write about your business here. This is where you write about your business. Provide some context about what your business does, who for and why it matters.

Write about your business here. This is where you write about your business. Provide some context about what your business does, who for and why it matters.

Write about your business here. This is where you write about your business. Provide some context about what your business does, who for and why it matters.

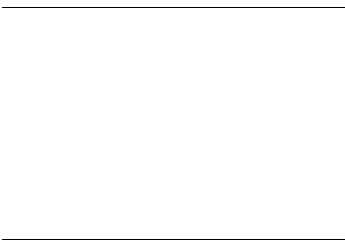
VISUAL PLANNING

THE BRAND ASSETS

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.



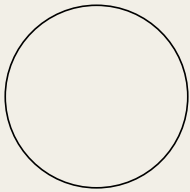
USAGE

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.

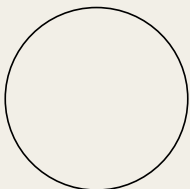


USAGE

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.

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.

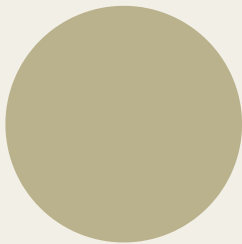
BRAND COLOURS



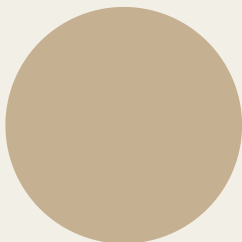
HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF



HEX #FFFFFF

PRIMARY BRAND COLOURS

USAGE

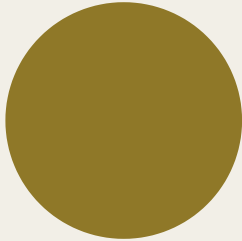
Primary brand colours are your hero colours. They are your anchor colours and the ones which have a primary and default presence in your design assets.

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

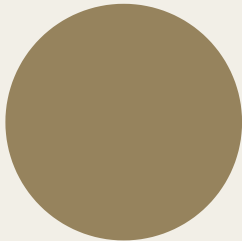
They don't need to be used all at once for every execution; rather they become a small grouping of colours you can rely on for variation and consistency.

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

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

MOODBOARD

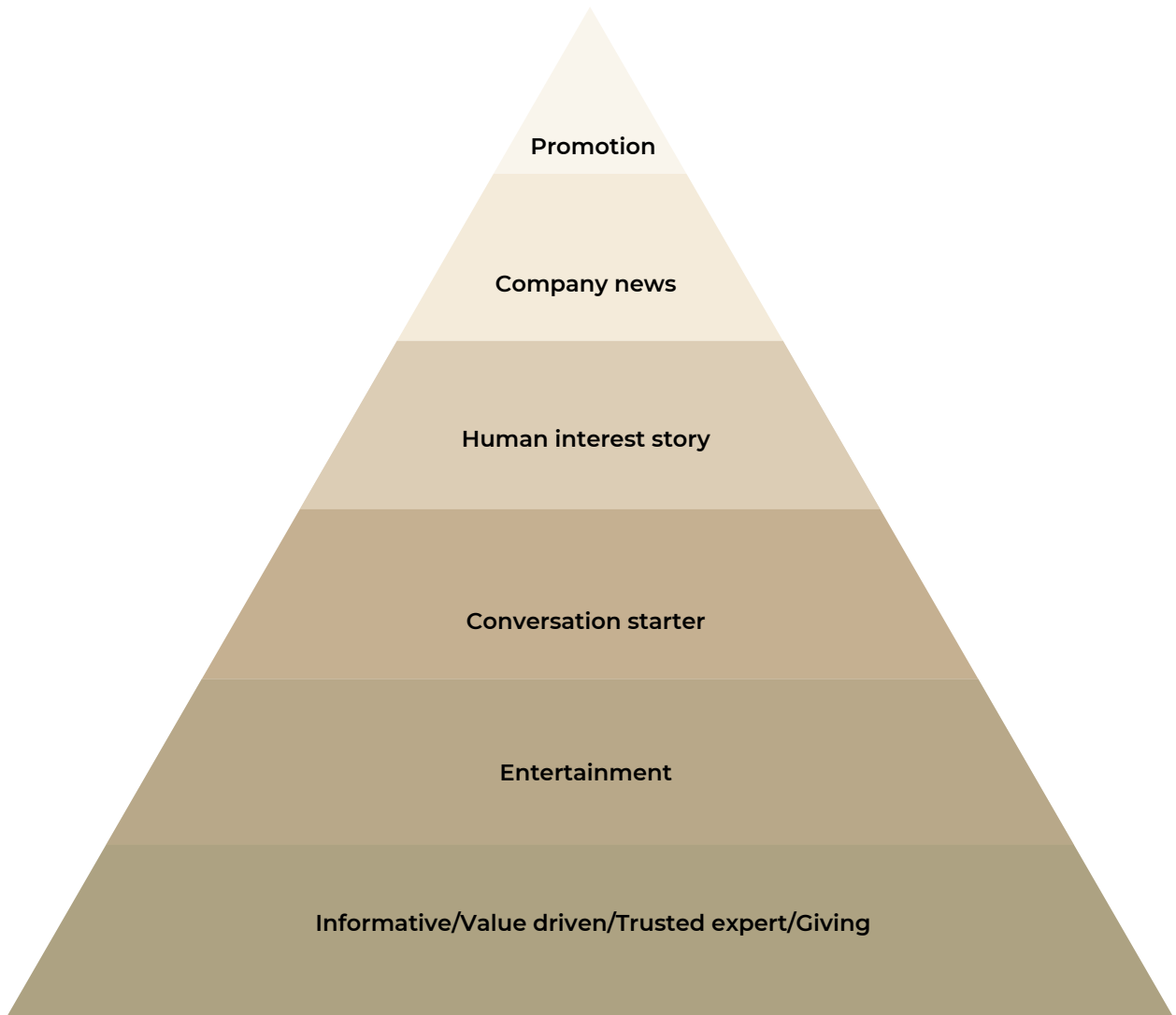
THE MOODBOARD EXPLAINED

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 example photographers or graphic designers or you can use them to set the tone and guide you or your client's social media strategy.

BRAND NAME GOES HERE

**VISUAL
STRATEGY IN
CONTEXT OF
THE CONTENT
STRATEGY**

POST TYPE PYRAMID



TIP: Selling and promoting is the most infrequent type of post or piece of content you should publish. The best form of content whether it's in the form of a blog, newsletter or social media post should be centred on giving and not taking/asking.



POST TYPE CONTENT IDEAS

PRODUCT/ SERVICES POSTS	ENGAGEMENT POSTS	NEWS/ TRENDING POSTS	BLOG POSTS
BEHIND THE SCENES	LEAD BUSINESS INITIATIVE	PROMOTION POSTS	YOUR COMMUNITY
THE TRUSTED EXPERT	NEW BLOG/FAQ	KINDNESS & GIVING BACK	SCREENSHOTS
WHERE WE WORK	INFORGRAPHICS	PERSONAL POSTS	POLLS
QUOTES	USER GENERATED CONTENT	LIVESTREAMS	FREEBIES





REFINED POST MIX

WHO WE ARE

OUR PROCESS

OUR PRODUCTS/
SERVICES

BEHIND THE SCENES

LEAD BUSINESS
INITIATIVE

OUR COMMUNITY

THE TRUSTED
EXPERT

NEW BLOG/FAQ

KINDNESS &
GIVING BACK

WHERE WE WORK

OUR PRODUCTS/
SERVICES

NEW BLOG/FAQ



SHOT LIST/IMAGE TYPE

SHOT TYPE #1
i.e. Close up interior

SHOT TYPE #2
i.e. Exterior with foreground

SHOT TYPE #3
i.e. Our team in the studio
with lots of foreground

SHOT TYPE #4
i.e. A close up of our product

SHOT TYPE #5
i.e. Our local neighbourhood
close-up

SHOT TYPE #6
i.e. An infographic

SHOT TYPE #7
i.e. Our process at a
distance

SHOT TYPE #8
i.e. Our Process close-up

SHOT TYPE #9
i.e. Our team on site with
lots of foreground

SHOT TYPE #10
i.e. Close up interior

SHOT TYPE #11
i.e. Quote tile







SHOT TYPE #12
i.e. Our product or service

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

VISUAL STRATEGY TEMPLATE CHECKLIST

-  REVIEW THE DOCUMENT
-  DROP IN YOUR BRAND ID
AND FONT ASSETS
-  DEVELOP YOUR BRAND
MOODBOARD
-  CONSIDER THE CONTENT
STRATEGY
-  DEVELOP THE VISUALS IN
CONTEXT OF THE CONTENT
STRATEGY
-  DELETE WHAT YOU DON'T
NEED, KEEP THE REST. REVIEW,
REFINE, REPEAT.

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