

What is House Style?

The preferred look and layout for an organisation's documents and websites

- This keeps things looking consistent across different pages
- It helps promote the organisation's brand
- It helps attract readers
- It gives people confidence in the brand

What is House Style?

House style can include:

- fonts
- font size and the use of headings
- colours
- layout
- navigation bars or buttons
- use of a logo
- headers and footers
- consistent use of images, icons and sounds

What is House Style?

I have a “house style” that I use:

- Each page on my website is consistent - the navigation is always there, it always uses the same fonts and sizes, I use icons to identify different files to download etc...
- I use headings and subheadings
- I use a clear layout
- My slides always use these fonts and colours

Why do you think I do this?

Do You Recognise this Font?

Do you recognise this font





**We've got breakfast
wrapped up!**

The All-In-One Breakfast Wrap



We've got breakfast wrapped up!

The all in one breakfast wrap

What is House Style?

Consistency