

14.2 Corporate House Style

Syllabus 2026 - 2028

WHAT YOU NEED TO KNOW

- The purpose and uses of a corporate house style

What a corporate house style is

A **corporate house style** is a set of rules that an organisation follows so that all its documents, websites and products look and sound the same. It is also called a corporate identity or brand style. It is stored in **styles and templates** so that staff can apply it correctly.

Figure 72: A corporate house style



Elements of a house style



Colours

Arial / Georgia

Fonts and sizes

- Logo and where it is placed
- Layout, margins and alignment
- Heading and bullet styles
- Header and footer content
- Tone of language and image style

What a house style covers

Element	Example
Logo	Size, position and clear space around it
Colours	Main and supporting colours, written as exact values
Fonts	Fonts and point sizes for headings, body text and captions
Layout	Margins, alignment, line and paragraph spacing, bullet style
Headers and footers	Company name, page numbers, date, file information
Language and images	Tone of writing, style of images and the use of slogans

Purpose and uses

Figure 73: One house style across every document



- Recognition:** customers quickly recognise the organisation
- Professional image:** documents look well designed, which builds trust
- Consistency:** all staff and all departments produce a matching look, even for different documents

- **Saves time:** staff use ready-made styles and templates instead of designing each document from scratch
- **Easier to check and update:** a change to the style applies across all documents using it
- Applies to letters, reports, emails, presentations, posters, websites and packaging

Advantages	Disadvantages
+ Strong brand recognition	- Limits creativity
+ Consistent and professional	- Time and cost to create and enforce
+ Saves design time	- May not suit every audience or document
+ Easy for staff to follow	- Staff may ignore it without training
+ Easy to update centrally	- Changing it means reprinting and updating

EXAM TIP

Do not describe the house style as 'just the logo'. Name **several** elements (colours, fonts, layout, logo) and give a **reason** why it is used, for example 'so that every document is recognised as belonging to the company'.

Key terms

Term	Meaning
Corporate house style	Rules that give an organisation's documents a consistent look.
Template	A pre-formatted document that staff reuse.
Logo	A symbol or design that represents an organisation.
Brand	The identity of an organisation as seen by the public.
Consistency	Keeping the same style everywhere.
Corporate identity	How an organisation presents itself.
Style guide	A document explaining the house style rules.
Recognition	Being easily identified by the public.

Practice questions

Answer each question in full sentences. Command words used: State (give a short answer), Describe (say what it is like), Explain (give reasons), Analyse (break it down and examine it), Suggest (apply your knowledge to a situation), Compare and contrast (similarities and differences), Evaluate (weigh up and reach a judgement).

No.	Question	Marks
1	State what is meant by a corporate house style.	[1]
2	State three items that may be included in a corporate house style.	[3]
3	Describe how a company could make sure its staff follow the house style.	[3]
4	Explain why a company uses the same house style on its website, letters and posters.	[3]
5	Suggest a house style for a new school newsletter, giving the colours, fonts and layout.	[4]
6	Analyse the benefits to a company of using a corporate house style.	[4]

Total: 18 marks