



Brand Guidelines Template

Section 1: Brand Overview

1.1 Brand Name:

- [Your Brand Name]

1.2 Mission Statement:

- [Your brand's mission and purpose]

1.3 Vision Statement:

- [Your brand's vision and long-term goals]

1.4 Core Values:

- [List your brand's core values]

1.5 Target Audience:

- [Description of your ideal customer, including demographics and psychographics]

Section 2: Logo Usage

2.1 Primary Logo:

- [Attach or describe your primary logo]

2.2 Logo Variations:



- [Attach or describe any alternative logos]

2.3 Clear Space and Minimum Size:

- [Define the minimum clear space around the logo]
- [Specify the minimum size for logo usage]

2.4 Logo Do's and Don'ts:

- **Do's:** [List correct usage examples]
- **Don'ts:** [List incorrect usage examples]

Section 3: Color Palette

3.1 Primary Colors:

- [List your main brand colors, including HEX/RGB/CMYK codes]

3.2 Secondary Colors:

- [List any secondary colors used for accents or highlights]

3.3 Color Usage Guidelines:

- [Describe how and where to use primary and secondary colors]

Section 4: Typography

4.1 Primary Font:

- [Name of the main font used for headings and major text]

4.2 Secondary Font:

La^Λphills

- [Name of the secondary font used for body text and other content]

4.3 Font Usage Guidelines:

- [Instructions on how to use the fonts, including sizes, weights, and spacing]

Section 5: Imagery and Graphics

5.1 Imagery Style:

- [Description of the style of images and graphics that represent your brand]

5.2 Example Images:

- [Attach or describe examples of preferred imagery and graphics]

5.3 Graphics Guidelines:

- [Instructions on how to use graphics, icons, and other visual elements]

Section 6: Tone of Voice

6.1 Brand Personality:

- [Describe your brand's personality traits (e.g., friendly, authoritative)]

6.2 Tone and Style:

- [Describe the tone and style of your brand's communication]

6.3 Language Guidelines:

- **Dos:** [List appropriate language and phrases]
- **Don'ts:** [List inappropriate language and phrases]



Section 7: Application Templates

7.1 Business Cards:

- [Attach or describe the template for business cards]

7.2 Email Signatures:

- [Attach or describe the template for email signatures]

7.3 Social Media Posts:

- [Attach or describe the template for social media posts]

7.4 Presentation Slides:

- [Attach or describe the template for presentation slides]

Section 8: Implementation and Consistency

8.1 Educating Your Team:

- [Plan for training your team on the brand guidelines]

8.2 Regular Review:

- [Schedule for regularly reviewing and updating the brand guidelines]

8.3 Quality Control:

- [Process for ensuring all brand materials adhere to the guidelines]