



# Brand Identity Template

## Section 1: Brand Overview

### 1.1 Brand Name:

- [Your Brand Name]

### 1.2 Mission Statement:

- [A brief statement of your brand's mission and purpose]

### 1.3 Vision Statement:

- [A brief statement of your brand's vision and long-term goals]

### 1.4 Core Values:

- [List of your brand's core values]

### 1.5 Target Audience:

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

## Section 2: Visual Identity

### 2.1 Logo:

- **Primary Logo:** [Attach or describe your primary logo]
- **Secondary Logo:** [Attach or describe any alternative logos]
- **Logo Usage Guidelines:** [Instructions on how to use the logo, including spacing, minimum size, and prohibited uses]

### 2.2 Color Palette:

- **Primary Colors:** [List your main brand colors, including HEX/RGB/CMYK codes]

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- **Secondary Colors:** [List any secondary colors used for accents or highlights]

## 2.3 Typography:

- **Primary Font:** [Name of the main font used for headings and important text]
- **Secondary Font:** [Name of the secondary font used for body text and other content]
- **Font Usage Guidelines:** [Instructions on how to use the fonts, including sizes, weights, and spacing]

## 2.4 Imagery and Graphics:

- **Style Guide:** [Description of the style of images and graphics that represent your brand]
- **Examples:** [Attach or describe examples of preferred imagery and graphics]

## Section 3: Brand Voice and Messaging

### 3.1 Brand Voice:

- [Description of your brand's tone and personality in communication]

### 3.2 Key Messaging:

- **Tagline:** [Your brand's tagline or slogan]
- **Elevator Pitch:** [A brief description of what your brand does and why it matters]
- **Core Messages:** [List of key messages that convey your brand's value proposition]

### 3.3 Communication Guidelines:

- [Instructions on how to maintain a consistent brand voice across different platforms and mediums]

## Section 4: Implementation and Consistency



#### 4.1 Brand Guidelines:

- [Comprehensive document that outlines all brand identity elements and their correct usage]

#### 4.2 Templates:

- **Email Templates:** [Attach or describe email templates that align with your brand identity]
- **Presentation Templates:** [Attach or describe presentation templates that align with your brand identity]
- **Social Media Templates:** [Attach or describe social media post templates that align with your brand identity]

#### 4.3 Brand Review Process:

- [Process for reviewing and updating brand identity elements to ensure consistency and relevance]