Lamphills

1. Introduction

- **Brand Overview**: A brief description of the brand, its mission, vision, and values.
- **Purpose of the Guide**: Explain why the style guide is important and how it should be used.

2. Brand Identity

- **Brand Story**: The history, background, and evolution of the brand.
- **Brand Personality**: Describe the brand's personality traits (e.g., friendly, professional, innovative).

3. Logo Usage

- **Primary Logo**: Display the primary logo and explain its significance.
- **Logo Variations**: Show different variations of the logo (e.g., black and white, horizontal, vertical).
- **Clear Space and Sizing**: Define the minimum clear space around the logo and the minimum size for use.
- **Incorrect Usage**: Examples of how the logo should not be used.

4. Color Palette

- **Primary Colors**: List the primary colors, including HEX, RGB, and CMYK codes.
- **Secondary Colors**: List the secondary or complementary colors with their respective codes.
- **Color Usage**: Guidelines on how and when to use the primary and secondary colors.

5. Typography

- **Primary Typeface**: Name and show examples of the primary typeface for headings, body text, etc.
- **Secondary Typeface**: Name and show examples of the secondary typeface.
- **Font Sizes and Styles**: Specify the font sizes, weights, and styles for different types of text (headings, subheadings, body text).

6. Imagery

- **Photography Style**: Describe the style of photography that aligns with the brand (e.g., candid, staged, color tone).
- **Illustrations and Icons**: Guidelines for any illustrations or icons used within the brand.
- **Image Usage**: Instructions on how images should be used and any restrictions.

7. Graphic Elements

- **Patterns and Textures**: If applicable, show any brand-specific patterns or textures and explain their usage.
- **Shapes and Design Elements**: Guidelines on the use of specific shapes or design elements that are part of the brand identity.

8. Voice and Tone

- **Brand Voice**: Describe the overall voice of the brand (e.g., formal, casual, enthusiastic).
- **Tone Guidelines**: Provide examples of how the tone should adapt in different contexts (e.g., social media, customer service).

9. Applications

- **Business Cards**: Design and layout guidelines for business cards.
- **Stationery**: Guidelines for letterheads, envelopes, and other stationery items.
- **Marketing Materials**: Instructions for brochures, flyers, posters, etc.
- **Digital Presence**: Guidelines for website design, email templates, and social media graphics.

10. Examples of Usage

- **Case Studies**: Show examples of the brand in action, through various materials and mediums.
- **Do's and Don'ts**: Visual examples of correct and incorrect brand applications.

11. Contact Information

- **Brand Management**: Contact details for the person or team responsible for managing the brand.
- **Support**: Information on where to get help or ask questions regarding the brand guidelines.