

# Brand Style Guide Template

This brand style guide outlines the visual and verbal elements that define your brand's identity. By adhering to these guidelines, you can ensure consistency and cohesiveness across all your marketing materials and communications.

## 1. Logo Usage

- **Primary Logo:** Describe the primary logo, including its dimensions, colors, and usage guidelines.
- **Secondary Logo:** If applicable, describe the secondary logo and its usage guidelines.
- **Logo Placement:** Specify where the logo should be placed on various marketing materials (e.g., website, social media, print materials).
- **Minimum Size:** Indicate the minimum size the logo should be used to ensure readability and clarity.
- **Color Variations:** Provide guidelines for using different color variations of the logo.

## 2. Color Palette

- **Primary Colors:** List the primary colors used in your brand identity.
- **Secondary Colors:** List any secondary colors that can be used to complement the primary colors.
- **Usage Guidelines:** Specify when and how to use each color in your marketing materials.

## 3. Typography

- **Primary Font:** Specify the primary font used for headlines and body text.

- **Secondary Font:** Specify the secondary font used for accents or alternative text.
- **Font Usage Guidelines:** Provide guidelines for using fonts in different contexts (e.g., headings, body text, logos).

#### **4. Photography**

- **Style Guidelines:** Describe the desired style of photography for your brand (e.g., candid, professional, vintage).
- **Image Quality:** Specify the minimum image quality requirements.
- **Image Usage Guidelines:** Provide guidelines for using images in your marketing materials.

#### **5. Messaging**

- **Brand Voice:** Describe your brand's tone of voice (e.g., friendly, formal, professional).
- **Key Messaging:** Outline the key messages that you want to convey to your target audience.
- **Tagline:** If applicable, provide your brand's tagline and guidelines for its usage.

#### **6. Visual Elements**

- **Icons and Symbols:** Specify any icons or symbols that are used in your brand identity.
- **Patterns and Textures:** Describe any patterns or textures that are associated with your brand.

#### **7. Social Media Guidelines**

- **Profile Images:** Specify the dimensions and guidelines for profile images on different social media platforms.

- Cover Photos: Specify the dimensions and guidelines for cover photos on different social media platforms.
- Content Guidelines: Provide guidelines for creating content that aligns with your brand's voice and messaging.

## **8. Print Materials**

- Stationery: Specify the dimensions and design guidelines for your business cards, letterhead, and envelopes.
- Brochures: Specify the dimensions and design guidelines for your brochures.
- Other Print Materials: Provide guidelines for other print materials, such as flyers, posters, and catalogs.

## **9. Digital Assets**

- Website Design: Specify the design elements and guidelines for your website.
- Email Templates: Provide guidelines for creating email templates that align with your brand identity.
- Presentation Templates: Specify the design elements and guidelines for your presentation templates.

## **10. Third-Party Usage**

- Licensing: Specify any licensing agreements or restrictions for third-party use of your brand's visual elements.

By adhering to this brand style guide, you can ensure that your brand's identity remains consistent and recognizable across all channels.