

# Brand Style Guide Template

## 1. Introduction

- Purpose of the Guide: Explain the importance of maintaining a consistent brand image and how this guide can be used.
- Scope: Outline the areas covered by the style guide.

## 2. Brand Overview

- Mission Statement: Summarize the company's mission.
- Brand Values: List the core values of the brand.
- Brand Personality: Describe the character or persona of the brand.

## 3. Logo Usage

- Primary Logo: Display the primary logo and specify how and where it should be used.
- Logo Variations: Show any variations of the logo and explain when to use each version.
- Clear Space and Sizing: Define the minimum clear space around the logo and the minimum size at which the logo can be displayed.
- Incorrect Usage: Provide examples of what not to do with the logo.

## 4. Color Palette

- Primary Colors: List primary colors with specifications for print (CMYK), digital (RGB), and web (Hex).
- Secondary Colors: List secondary colors with specifications.
- Usage Guidelines: Explain how to use the color palette effectively.

## 5. Typography

- Primary Typeface: Identify the primary typeface for the brand and show examples.
- Secondary Typeface: Identify a secondary typeface and instructions for use.
- Guidelines for Usage: Specify how typefaces should be used in different contexts (e.g., headings vs. body text).

## 6. Imagery and Iconography

- Photography Style: Describe the style of photography that reflects the brand.
- Graphics: Define the style of graphics and icons to be used.
- Usage Guidelines: Explain how and where to use imagery to maintain brand consistency.

## 7. Voice and Tone

- Brand Voice: Describe the brand's voice (professional, friendly, authoritative, etc.).
- Tone: Provide examples of the tone to use in different types of communications.

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## 8. Business Collateral

- Business Cards: Provide design specifications and layout.
- Email Signature: Outline the format and what elements to include.
- Letterhead: Show design and usage guidelines.
- Other Collateral: Include guidelines for any other brand materials.

## 9. Digital Guidelines

- Website: Outline style elements specific to the website, including layout, UI elements, and typography.
- Social Media: Provide guidelines for social media profiles and posts.

## 10. Miscellaneous

- Merchandising: Guidelines for branded merchandise.
- Signage and Environmental: Instructions for signage, including internal and external signs, trade show booths, etc.

## Appendices

- Contact Information: Who to contact with questions about the guide.
- Glossary of Terms: Definitions of terms used in the guide.

## Change Log: Record of updates to the style guide.

This template can be formatted in a Word document or similar software and then converted to a PDF for easy sharing and printing. Businesses can customize this template with their specific branding elements, ensuring that all marketing and communications reflect the brand consistently.