Brand Style Guide Template

You and your team should create a living document that you can edit and alter as new elements and perspectives are added. Every company’s brand evolves over time. It’s important to reflect your goal, customer, and product. All three of those elements will evolve and your branding will need to reflect those changes.

Use this document as your springboard of ideas, inspiration, edits, and changes.

Mission Statement: Describe your company mission statement. It’s important that the product, marketing, and design reflect this.

Vision: Add a couple of paragraphs that describe who your user is and what the overall company vision is.
Logo

- Logo specifications
- Approved logo color variations
- Clear zone (the designated area around the logo that must be free of any other graphics or typography to ensure the logo's integrity and readability)
- Minimum size of logo and placement
- Alternate versions of logo (ex: horizontal or vertical orientation)

Logo File:

![AI](acme.ai)

Download (381.4 kB)

Color Palette

Include details for your color palette to ensure design consistency across product, design and marketing departments.

![Color Palette](image)
Typography

Chosen fonts with heading sizes (establishing hierarchy)

- Headline Font Style:
- Regular Font Style:
- Caption Font Style:

![Font Examples]

Imagery

Include images that have performed well for your brand. They can be images for print or for social media. If it's an early stage for your company you can even include inspiration from other companies.

Voice

Add messaging that works well for you. It's also recommended that you add a list of adjectives that describe your brand's personality (around 4-5 adjectives).