

BRAND GUIDELINES

[Brand Name]

Brand Guidelines · Version 1.0 · [Month Year]

How our brand looks, sounds and behaves, in one place.

Place your logo here

How to use this template

1

Replace every [bracketed] prompt

Grey italic text in brackets is guidance. Overwrite it with your own content.

2

Swap in your colours and fonts

The sample colours and fonts are placeholders. Change them in the theme.

3

Keep the order, cut what you don't need

Strategy comes first, visuals second. Delete any section that doesn't apply.

4

Export and share as a PDF

Send it to everyone who creates for the brand: staff, designers, printers, agencies.

5

Review it once a year

And whenever your positioning, audience or offer changes.

Not sure what to write?

Sections 01 to 05 depend on your positioning. If you can't fill them in with confidence, start with the free [Brand Positioning MRI™](#): five minutes, and it scores your clarity, differentiation, trust and conversion readiness.

Delete this slide before you share your guidelines.

What's inside

01	Brand story	08	Colour
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07	Logo usage		

Part one: who we are (01–05) · Part two: how we look (06–12)

Why we exist

Purpose

Why we exist, beyond making money.

[We exist to ____ for ____ so that ____.]

Vision

The future we are working towards.

[In five years, ____.]

Mission

What we do every day to get there.

[We ____ by ____.]

Our story

[Two or three sentences: where the brand came from, the problem it saw, and what it does differently. Write it so a new employee could retell it.]

Where we stand

POSITIONING STATEMENT

For [core audience] who [need or problem], [Brand] is the [category] that [key benefit], unlike [main alternative].

If a competitor could sign this sentence too, it isn't finished.

Core audience

[Who they are, what they want, what they fear, how they compare options.]

Brand promise

[What every client gets from us, every time. One sentence we can be held to.]

Proof

[Case studies, results, credentials and process that make the promise believable.]

What we stand for

[Value 1]

WHAT IT MEANS

[One sentence.]

HOW WE SHOW IT

[A behaviour people can see.]

WHAT IT IS NOT

[The trap to avoid.]

[Value 2]

WHAT IT MEANS

[One sentence.]

HOW WE SHOW IT

[A behaviour people can see.]

WHAT IT IS NOT

[The trap to avoid.]

[Value 3]

WHAT IT MEANS

[One sentence.]

HOW WE SHOW IT

[A behaviour people can see.]

WHAT IT IS NOT

[The trap to avoid.]

[Value 4]

WHAT IT MEANS

[One sentence.]

HOW WE SHOW IT

[A behaviour people can see.]

WHAT IT IS NOT

[The trap to avoid.]

Choose values someone could disagree with. "Quality" and "integrity" are expected, so they don't set you apart.

How we sound

WE ARE

[Confident]

[Warm]

[Clear]

[Expert]

WE ARE NOT

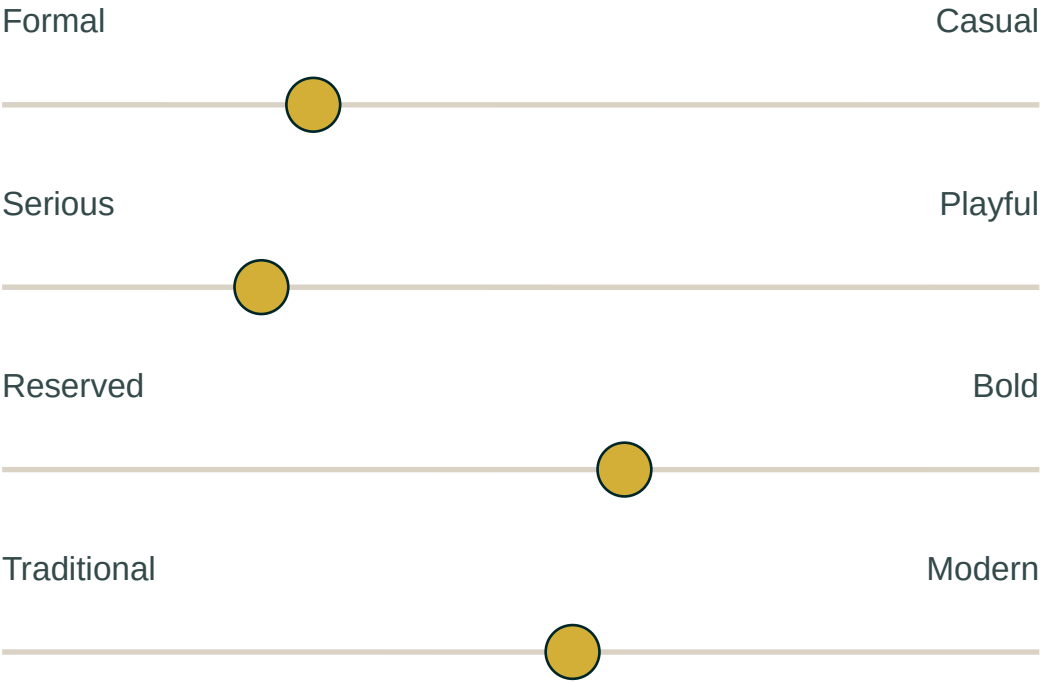
[Arrogant]

[Casual]

[Simplistic]

[Full of jargon]

TONE OF VOICE



Move each dot to where your brand sits. Add a sample sentence for each so people can hear the difference.

What we say

TAGLINE

[Your tagline in five words or fewer]

ONE-LINER

[We help ____ to ____ through _____. The sentence you say when someone asks what you do.]

KEY MESSAGE 1

**[The doubt this message answers,
in one line.]**

[The proof that backs it up.]

KEY MESSAGE 2

**[The doubt this message answers,
in one line.]**

[The proof that backs it up.]

KEY MESSAGE 3

**[The doubt this message answers,
in one line.]**

[The proof that backs it up.]

Our logo

Primary logo

Logo

Horizontal version

[When to use it]

Logo

Stacked version

[When to use it]

Logo

Icon / favicon

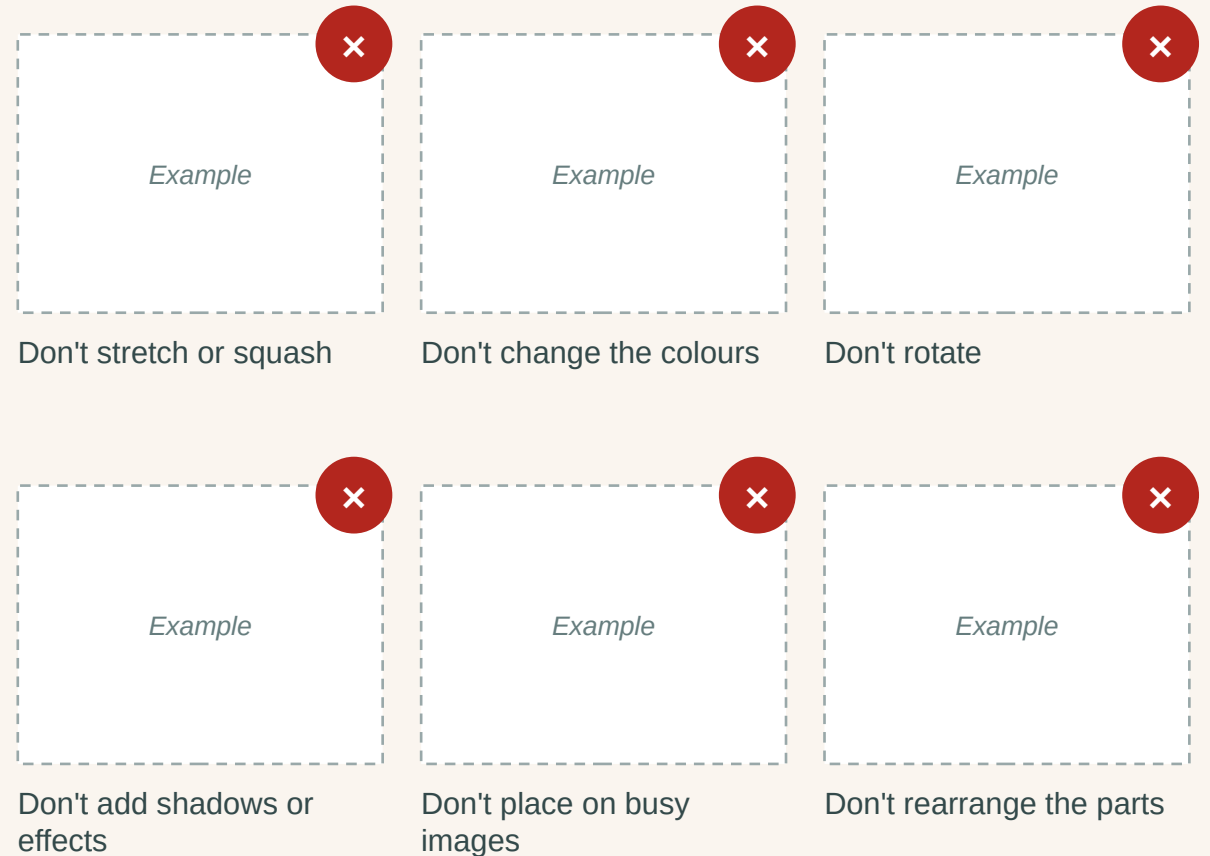
[When to use it]

Clear space, size and misuse



Clear space: [x = the height of ____]. Keep this space free on every side.

Minimum size: [print ____ mm wide · digital ____ px wide]



Our colour palette

[Primary] HEX [#002628] RGB [0 38 40] CMYK [____] Pantone [____]	[Secondary] HEX [#FAF5EF] RGB [250 245 239] CMYK [____] Pantone [____]	[Accent] HEX [#D4AF37] RGB [212 175 55] CMYK [____] Pantone [____]	[Text] HEX [#001516] RGB [0 21 22] CMYK [____] Pantone [____]
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HOW MUCH OF EACH



Check that body text meets WCAG AA contrast (at least 4.5:1) on every background you use.

Our typefaces

Aa

[Primary typeface]

Headings. Sample shown: Cambria.

Aa

[Secondary typeface]

Body text. Sample shown: Arial.

HIERARCHY

Heading 1

[40 pt · Bold · 1.1]

Heading 2

[28 pt · Bold · 1.2]

Heading 3

[18 pt · Bold · 1.3]

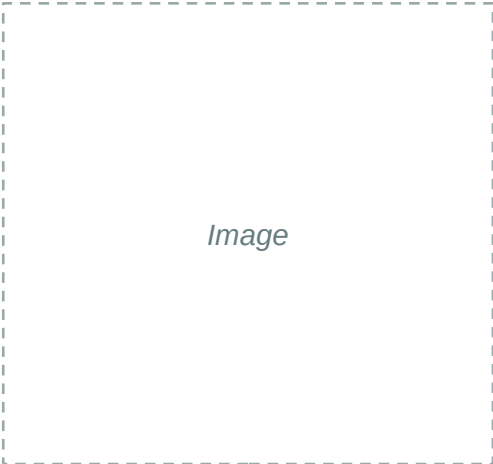
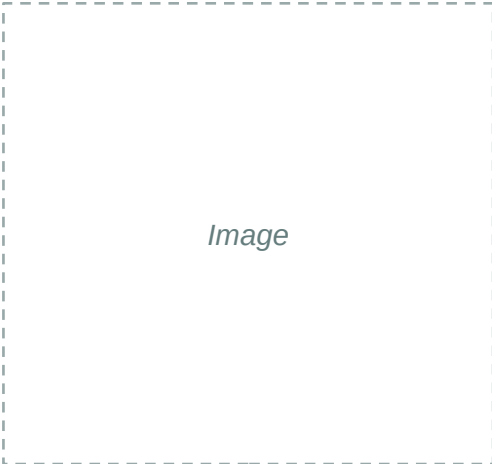
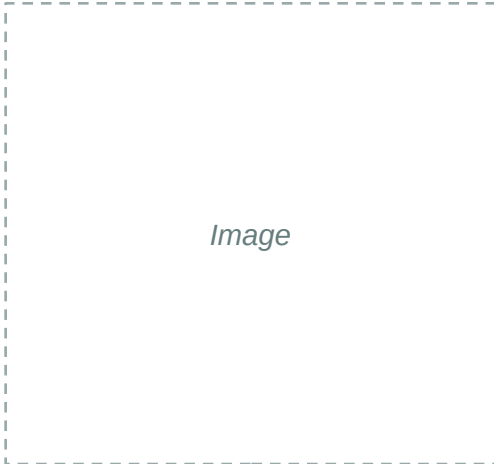
Body text

[12 pt · Regular · 1.5]

Caption

[9 pt · Regular · 1.4]

Our photography style

				
DO <i>[Natural light, real people, real work]</i>	DO <i>[Uncluttered compositions with space for text]</i>	DO <i>[Warm tones that match our palette]</i>	DON'T <i>[Staged stock photos with fake smiles]</i>	DON'T <i>[Heavy filters or clashing colours]</i>

STYLE IN THREE WORDS

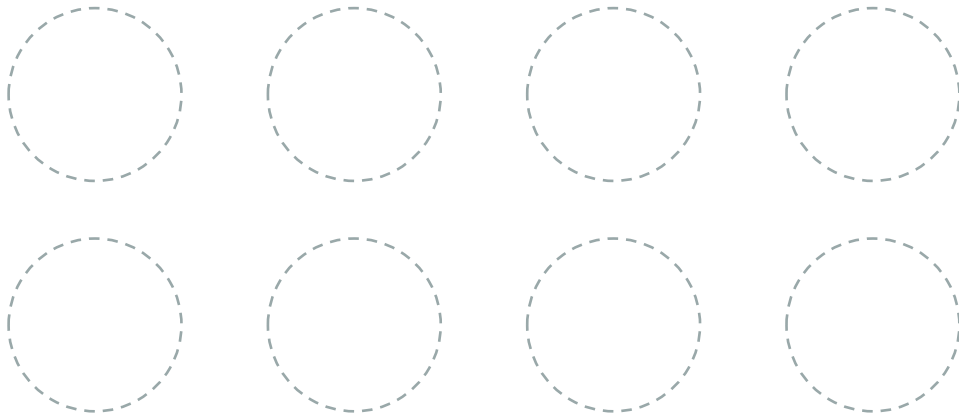
[Warm]

[Candid]

[Considered]

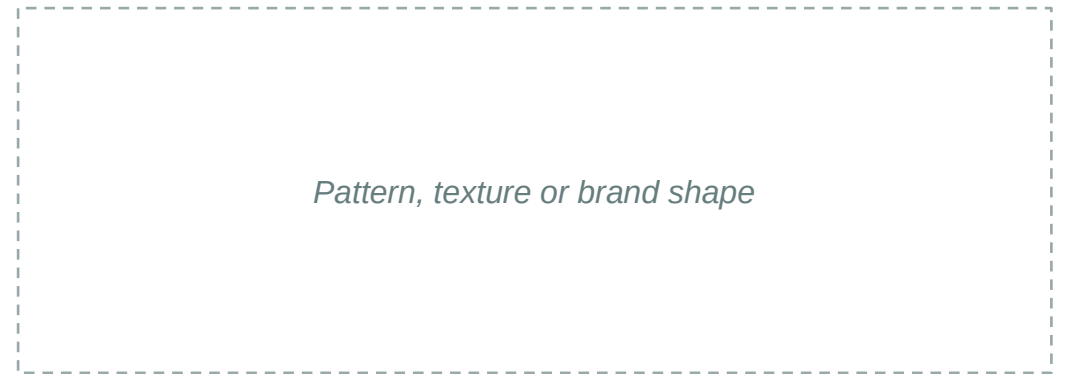
Icons, shapes and layout

Icons



Style: *[line or filled] · [stroke width] · [rounded or square corners] · [colour]*

Shapes, patterns and layout



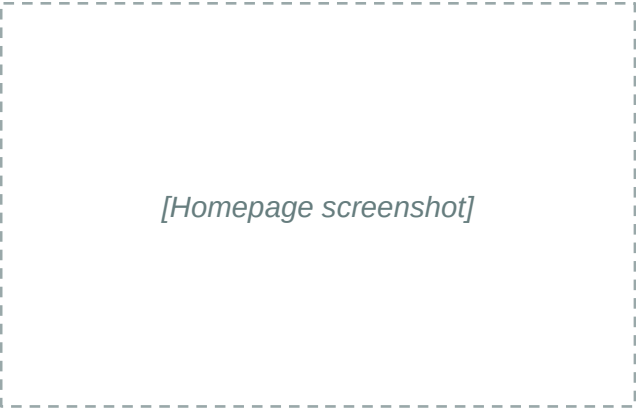
Pattern, texture or brand shape

Layout grid: *[columns · margins · gutters]*

Corner radius: *[0 / 4 / 12 px]*

Shadows: *[none / soft]*

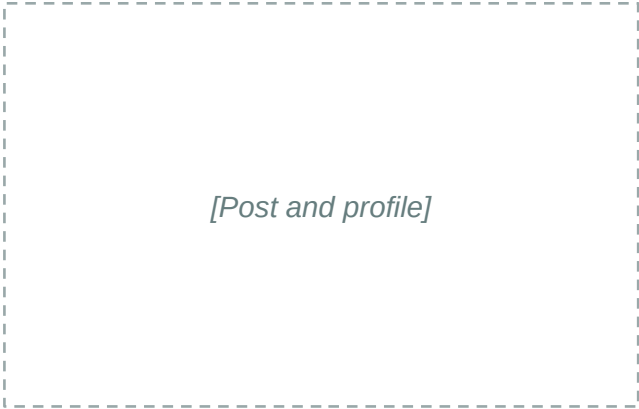
The brand in use



[Homepage screenshot]

Website

[What must always appear, and a link to the master file.]



[Post and profile]

Social media

[What must always appear, and a link to the master file.]



[Front and back]

Business card

[What must always appear, and a link to the master file.]



[Title and content slide]

Presentation

[What must always appear, and a link to the master file.]

Who to ask, where to find it

Brand owner

[Name, role and email of the person who approves brand use.]

Asset library

[Link to logo files, fonts, templates and photography.]

Approval process

[What needs sign-off, who gives it, and how long it takes.]

VERSION HISTORY

Version	Date	What changed	Approved by
1.0	<i>[Month Year]</i>	<i>[First edition]</i>	<i>[Name]</i>
<i>[1.1]</i>	<i>[]</i>	<i>[]</i>	<i>[]</i>

Guidelines only work when the strategy underneath is clear.

This template was made by iBrand Identity, a brand strategy and identity studio led by Martina Boshra. Use it freely for your own brand.

Free Brand Positioning MRI™ →

Score your positioning in five minutes.

Free brand strategy template →

Fill in sections 01 to 05 with confidence.

Guidelines built for you →

Strategy, identity and guidelines, from \$3,500.

You can delete this slide.

iBrand Identity

Brand strategy, identity and websites for founders and service businesses across the US, Europe and the Gulf.

- Brand strategy
- Visual identity
- Brand guidelines
- Websites

ibrandidentity.com