Ashford Business Services Ltd

Brand Guidelines Sheet

These guidelines record how Sarah Mitchell should look and sound wherever it appears, so that anyone producing material for Sarah Mitchell makes the same choices. They cover the brand in brief, the logo, the colour palette, typography, voice and tone, imagery, and who approves changes.

1. The brand in brief

Brand name: Sarah Mitchell

What we offer: Short description of the products or services offered

Who we serve: Description of the customers or audience served

Brand promise: The single promise made to customers, in one sentence

Brand personality: Three or four words describing the brand personality

Positioning statement: Positioning statement: who the brand serves, what it offers, and why it is different

2. Logo rules

The logo must never be stretched, recoloured, redrawn, or placed on a background where it cannot be read clearly. Only the approved files listed here may be used, and any new version of the logo must be approved before it is used.

Logo version	When to use it	File or location
Description of the primary logo version	Where the primary logo version is used	Sarah Mitchell
Description of the single-colour logo version	Where the single-colour logo version is used	Sarah Mitchell
Description of the reversed logo version for dark backgrounds	Where the reversed logo version is used	Sarah Mitchell
Description of the icon-only logo version	Where the icon-only logo version is used	Sarah Mitchell

Clear space: Clear space rule for the logo, stated as a distance or proportion

Minimum size in print: Minimum logo size in print

Minimum size on screen: Minimum logo size on screen

- Do: use the logo at a size where every part of it stays legible.
- Do: keep the clear space around the logo free of text, images, and other logos.
- Do not: stretch, squash, rotate, outline, or add effects to the logo.
- Do not: place the logo on a photograph or colour where it loses contrast.

3. Colour palette

Use only the colours below. The primary colour carries the brand; accent colours highlight calls to action and key details, and must never overpower the primary colour. Check that text placed on any colour below stays readable.

Colour role	Colour name and code	Where it is used
Primary colour	Sarah Mitchell	Where the primary colour is used
Secondary colour	Sarah Mitchell	Where the secondary colour is used
Accent colour	Sarah Mitchell	Where the accent colour is used
Dark neutral colour	Sarah Mitchell	Where the dark neutral colour is used
Light neutral colour	Sarah Mitchell	Where the light neutral colour is used
Background colour	Sarah Mitchell	Where the background colour is used

4. Typography

Use	Typeface	Size and weight guidance
Main headings	Typeface used for main headings	Size and weight guidance for main headings
Subheadings	Typeface used for subheadings	Size and weight guidance for subheadings
Body text	Typeface used for body text	Size and weight guidance for body text
Captions and small print	Typeface used for captions and small print	Size and weight guidance for captions and small print

Fallback typeface: Fallback typeface to use when the brand typeface is unavailable

- Use one typeface for headings and one for body text unless this sheet states otherwise.
- Keep heading sizes in a clear hierarchy so the most important heading on a page is always the largest.

5. Voice and tone

Voice in three words: Three words describing the brand voice

Tone for general material: Description of the tone used in general material

Channel or material type	Tone to use
Channel or material type 1	Tone to use for this channel or material type

Channel or material type 2	Tone to use for this channel or material type
Channel or material type 3	Tone to use for this channel or material type

Words and phrases to use: JOB-1042

Words and phrases to avoid: JOB-1042

6. Imagery and icons

Photography style: Description of the approved photography style

Subjects to show: Subjects and settings to show in brand imagery

Subjects to avoid: Subjects and settings to avoid in brand imagery

Icon style: Description of the approved icon style, including line weight and corners

- Use images that are sharp, well lit, and consistent with the photography style above.
- Do not use images that contradict the brand promise or that show products, places, or people unrelated to the offer.

7. Applying the brand and approving changes

Templates covered by these guidelines: List of templates and materials covered by these guidelines

Where brand files are kept: Boardroom, 12 Church Street, Birmingham

Who approves new brand material: Sarah Mitchell

Review date for these guidelines: 9 November 2027

Sign-off

Prepared by: Sarah Mitchell

Date prepared: 9 November 2026

Approved by: Sarah Mitchell

Date approved: 9 November 2026