[Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Add or remove table rows to fit your needs. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

Brand Guidelines Sheet

These guidelines record how [Brand name] should look and sound wherever it appears, so that anyone producing material for [Brand name] 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: [Brand name]

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]	[File name or location of the primary logo file]
[Description of the single-colour logo version]	[Where the single-colour logo version is used]	[File name or location of the single-colour logo file]
[Description of the reversed logo version for dark backgrounds]	[Where the reversed logo version is used]	[File name or location of the reversed logo file]
[Description of the icon-only logo version]	[Where the icon-only logo version is used]	[File name or location of the icon-only logo file]

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	[Primary brand colour name and colour code]	[Where the primary colour is used]
Secondary colour	[Secondary brand colour name and colour code]	[Where the secondary colour is used]
Accent colour	[Accent brand colour name and colour code]	[Where the accent colour is used]
Dark neutral colour	[Dark neutral colour name and colour code]	[Where the dark neutral colour is used]
Light neutral colour	[Light neutral colour name and colour code]	[Where the light neutral colour is used]
Background colour	[Background colour name and colour code]	[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.

[Company name]

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: [Words and phrases that reflect the brand voice]

Words and phrases to avoid: [Words and phrases that do not reflect the brand voice]

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: [Location where approved brand files are kept]

Who approves new brand material: [Full name and job title of the person who approves new brand material]

Review date for these guidelines: [Date these guidelines will next be reviewed]

Sign-off

Prepared by: [Full name and job title of the person who prepared this document]

Date prepared: [Date this document was prepared]

Approved by: [Full name and job title of the person who approved this document]

Date approved: [Date this document was approved]