BRAND STYLE GUIDE KIT
BUILD A TIMELESS BRAND
WITH CEO-LEVEL CLARITY

Inspired by the principles of the world's most iconic brands, this 10+ page plug-and-play guidebook gives you the tools to define, refine, and scale your brand with confidence.

HOW TO USE THIS GUIDE

A strong brand is more than just a logo, it's the **total experience** someone has when interacting with your business.

This guide is designed to simplify the process of building a cohesive, memorable brand identity. It draws inspiration from business leaders like **Jeff Bezos**, who champions customer obsession, and Steve Jobs, known for simplicity and clarity in design.

Use this template as your foundation and customize each section to reflect the heart and soul of your brand.

BRAND VISION & PURPOSE

Your mission defines what you do today, while your vision paints a picture of what you aim to achieve in the future.

A clear mission statement grounds your team and aligns your brand with your audience's values. Your core brand values **(usually 3 to 5)** should reflect your company culture and decision-making principles.

Sharing your brand's origin story adds emotional depth and can help build customer loyalty and trust.

BRAND PERSONALITY & VOICE

Defining your brand personality helps humanize your business and make it relatable.

Is your brand **confident** and **authoritative**, or **warm** and **approachable**? Tone of voice plays a key role here — are you formal, friendly, witty, or bold in your communication? Creating a list of phrases your brand does and doesn't use helps maintain consistency.

Consider using the brand archetype framework to define your persona: are you The Creator, The Sage, or The Rebel?
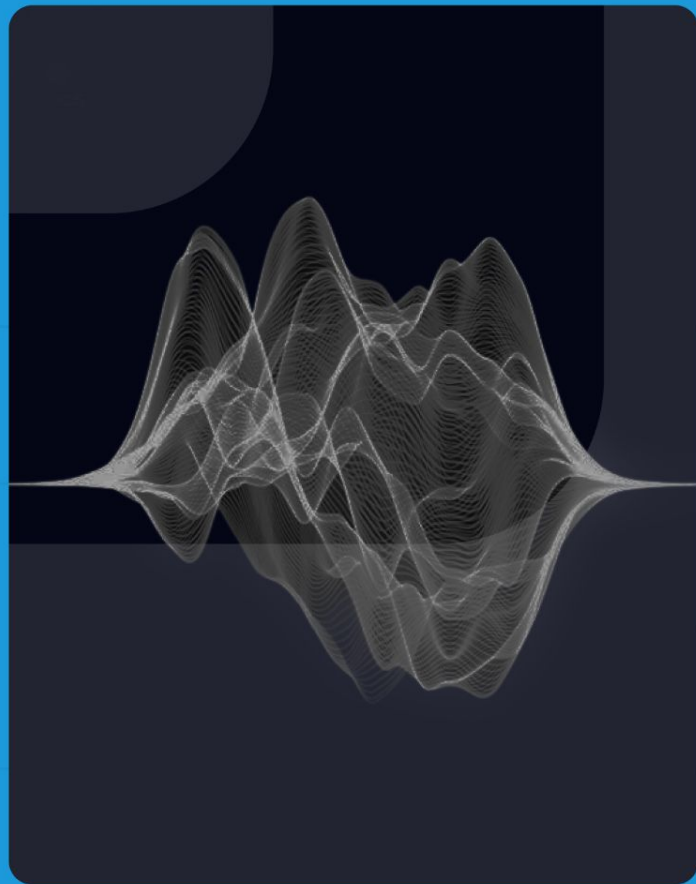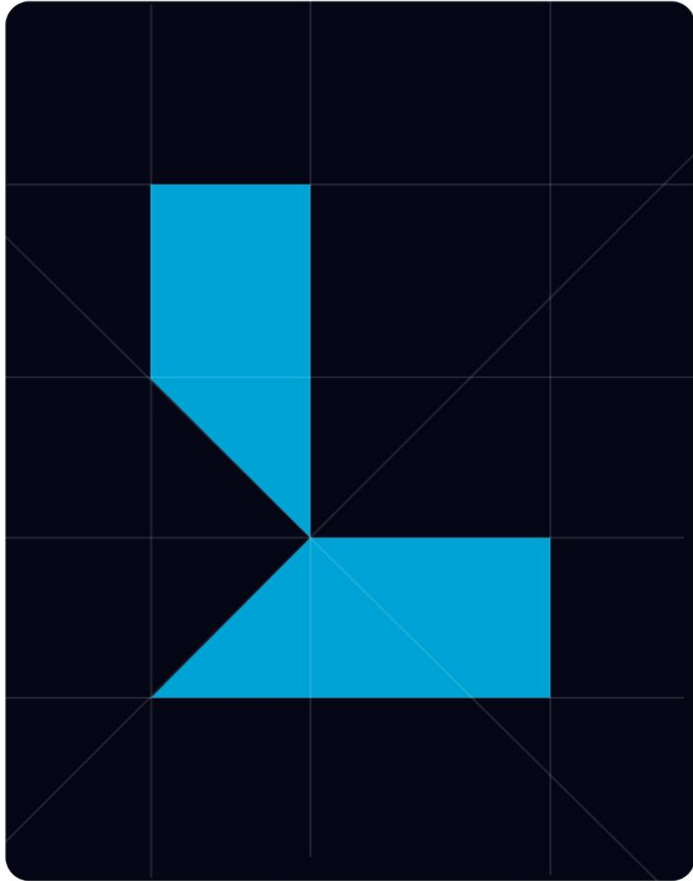
LOGO USAGE

Your logo is often the first visual impression of your brand, so it must be used consistently.

Include variations of your logo (primary, secondary, icon-only) and explain when to use each. Provide **spacing rules, minimum sizes,** and examples of correct and incorrect use.

Show how your logo should appear on different backgrounds to maintain legibility and brand integrity.

TYPOGRAPHY

Typography sets the visual tone of your brand's communication. Choose a primary font for headings and a secondary font for body text that **complement each other** and **enhance readability**. Define font sizes and styles for headings (H1, H2), subheadings, body text, and captions.

Provide usage guidelines so that team members and designers apply fonts consistently across platforms and media.

HEADING 1
HEADING 2

Subheading

Subheading

Subheading

COLOR PALETTE

Your brand's colors evoke emotion and help your audience recognize you instantly. Define a core palette of primary, secondary, and accent colors, and include HEX and RGB codes for accuracy.

Explain **where** and **how** each color should be used (e.g., buttons, backgrounds, headlines). Include contrast guidance to ensure accessibility and legibility across all uses.

IMAGERY & GRAPHICS

The visual style of your images and graphics should align with your brand identity. Define whether your photography should be candid, editorial, minimal, or vibrant.

Include guidance on filters, lighting, and subject matter that represent your brand well. Clarify the style of icons or illustrations you use, and provide a mini moodboard or inspiration gallery.

BILLIONTH
EXPERIENCE

BUILDING UNICORNS FROM DAY 1

BRAND APPLICATIONS

Show how your brand comes to life across various touchpoints. Include examples of branded business cards, social media templates, pitch decks, product packaging, and more.

Highlight how consistency across these applications builds trust and enhances brand recall. Include design do's and don'ts to keep brand presentation polished.

BRAND EXPERIENCE RULES

Brand experience is the sum of every interaction someone has with your business. Outline how customer service, onboarding, emails, and even your website reflect your brand's tone and values.

Establish rules for delivering a seamless and on-brand experience at every stage of the customer journey. Reference leaders like Jobs who prioritized "how it works" just as much as how it looks.

BILLIONTH
EXPERIENCE

TURN YOUR PASSION INTO A SCALABLE BRAND—WITH THE SYSTEMS AND STRATEGY TO SUPPORT IT
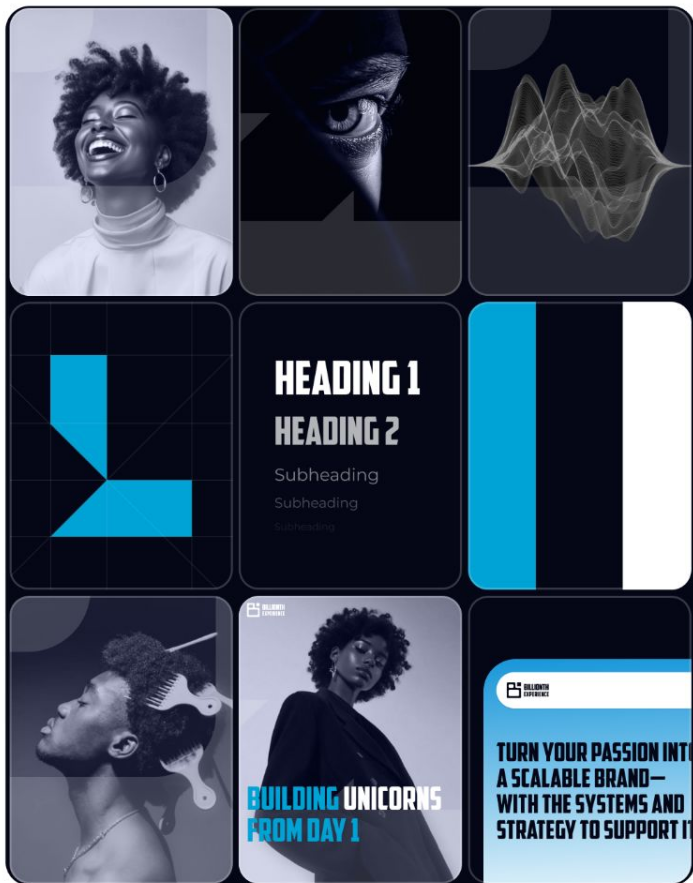
SAMPLE COMPLETED STYLE GUIDE

Provide a completed example of the full brand style guide for a fictional or real business. Walk through each section with filled-out content: a mission statement, logo set, color palette, sample graphics, and brand voice phrases.

Add commentary to explain why each choice was made. Include final tips drawn from successful CEOs like Jeff Bezos (customer obsession), Jobs (clarity and design), and others to inspire the user to think strategically about their brand.