

Brand Guidelines

{{{YEAR}}}

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Brand

Strategy

{{POSITIONING_HEADLINE}}

{{POSITIONING_DESCRIPTION}}

{{PILLAR_1_TITLE}}

{{PILLAR_1_DESCRIPTION}}

{{PILLAR_2_TITLE}}

{{PILLAR_2_DESCRIPTION}}

{{PILLAR_3_TITLE}}

{{PILLAR_3_DESCRIPTION}}

OUR MISSION

{{MISSION_STATEMENT}}

 {{MISSION_DESCRIPTION}}

OUR VISION

{{VISION_STATEMENT}}

{{VISION_DESCRIPTION}}

BRAND PERSONALITY

{{PERSONALITY_INTRO}}

{{TRAIT_1_NAME}}

 {{TRAIT_1_DESCRIPTION}}

{{TRAIT_2_NAME}}

 {{TRAIT_2_DESCRIPTION}}

{{TRAIT_3_NAME}}

 {{TRAIT_3_DESCRIPTION}}

{{TRAIT_4_NAME}}

 {{TRAIT_4_DESCRIPTION}}

BRAND PROMISE

{{BRAND_PROMISE}}

{{PROMISE_DESCRIPTION}}

BOILERPLATE

{{BOILERPLATE_HEADLINE}}

{{BOILERPLATE_FULL}}

Messaging

Frameworks

Brand Pillars

01

02

03

{{PILLAR_1_TITLE}} {{PILLAR_2_TITLE}} {{PILLAR_3_TITLE}}

Pillar messaging should be adapted for different audience segments while maintaining core themes.

Value Proposition

{{VALUE_PROPOSITION_HEADLINE}}
}}

{{VALUE_PROPOSITION_DESCRIPTION}}

Verbal Expression

VOICE CHARACTERISTICS

{{COMPANY_NAME}} IS

{{VOICE_IS_1}}
"{{VOICE_IS_1_EXAMPLE}}"

{{VOICE_IS_2}}
"{{VOICE_IS_2_EXAMPLE}}"

{{VOICE_IS_3}}
"{{VOICE_IS_3_EXAMPLE}}"

{{COMPANY_NAME}} IS NOT

{{VOICE_IS_NOT_1}}
"{{VOICE_IS_NOT_1_EXAMPLE}}"

{{VOICE_IS_NOT_2}}
"{{VOICE_IS_NOT_2_EXAMPLE}}"

{{VOICE_IS_NOT_3}}
"{{VOICE_IS_NOT_3_EXAMPLE}}"

SPECTRUM

While brand voice should remain consistent in everything we write, there is a spectrum of tones within that voice that you can adopt to suit a particular communication.

SCENARIO	USE CASE SAMPLE	RATIONALE
Education, Product Copy	{{EDUCATION_EXAMPLE}}	Since product education is the primary objective here, this tone is appropriate.
Website, Marketing Communication	{MARKETING_EXAMPLE}	Website copy should convey confidence and provide a clear call to action.
Advertising, Social Media	{{SOCIAL_EXAMPLE}}	The most conversational messaging, social media copy should be friendly and approachable.
Internal Communication	{{INTERNAL_EXAMPLE}}	Internal messaging reflects optimism and positive company culture.

WRITING STYLE

`{{COMPANY_NAME}}` follows [style guide reference] as its third-party source of style authority. These additional rules should serve as guideposts when crafting copy.

Headlines

Write main headlines in title case; all others should be sentence case.

`{ {HEADLINE_EXAMPLE} }`

Serial Comma

`{{COMPANY_NAME}}` uses the serial/Oxford comma.

`{ {COMMA_EXAMPLE} }`

Percentages

Always use a numeral and percent symbol, unless the percentage starts a sentence.

`{ {PERCENT_EXAMPLE} }`

Numerals

Spell out one through nine; use numerals for 10 and above.

`{ {NUMERAL_EXAMPLE} }`

As in all areas of our company, {{COMPANY_NAME}} writes with every reader in mind, using inclusive language.

That means zero words, phrases, or tones that reflect prejudiced, stereotyped, or discriminatory views of particular people.

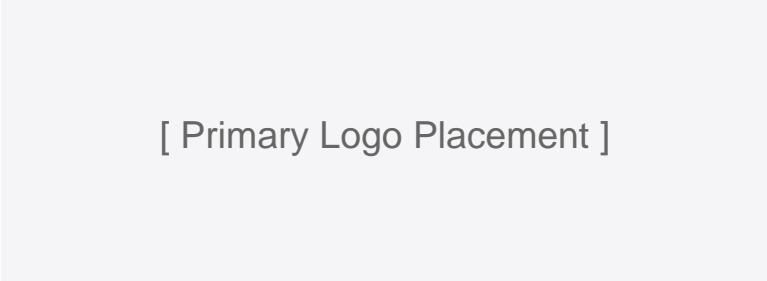
- Is the inclusion of personal characteristics such as gender, religion, racial group, disability, or age truly necessary? If not, leave them out.
- Are references to group characteristics couched in inclusive terms?
- Do references to people reflect the diversity of that audience?
- Is your use of jargon and acronyms excluding people who may not have specialized knowledge?

Logo

PRIMARY LOGO

Primary Logo

{{COMPANY_NAME}}'s primary logo consists of our wordmark accompanied by our badge. Because it's our most frequently viewed asset, the logo must be applied consistently across all collateral.



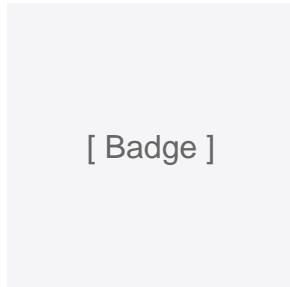
[Primary Logo Placement]

Never stretch, recreate, distort, or alter our logo in any application — only use it as provided.

To ensure legibility across all mediums, our logo should never appear smaller than .25" tall in print and 15px tall on screen.

Logo Badge

The logo badge should be used in instances where the primary logo is not feasible (usually because of size) or repetitive (in paginated content like white papers or presentations).



CLEAR SPACE

Clearspace

Clearspace is the negative space maintained around the logo and logo badge, allowing them to breathe.

To maintain our logo's integrity and ensure visibility, clear space must be free from graphics, text, or other logos.



[Clearspace Diagram]

VARIATIONS

Variations

The logo has four color variations to ensure legibility against any background. Do not build other color variations.

PRIMARY

[Primary on Light]

REVERSE

[Reverse on Dark]

MONOCHROMATIC - DARK

[Black Logo]

MONOCHROMATIC - LIGHT

[White Logo]

Logo Don'ts

1. Don't rotate the wordmark or badge.
2. Don't distort, stretch, or skew logo proportions.
3. Don't add effects (drop shadows, glows, gradients).
4. Don't create stacked or edited versions.
5. Don't remove the badge from the logo.
6. Don't change colors or outline of the wordmark or badge.

Color

Overview

{{COMPANY_NAME}}'s brand should lean into lighter layout applications with high contrast sections. This ensures that our brand feels clean and sleek. Our primary accent color should be used sparingly to highlight key information.

PRIMARY COLORS



NEUTRAL COLORS



Color Codes

{{PRIMARY_COLOR_NAME}}

Hex - {{PRIMARY_COLOR_HEX}}

RGB - {{PRIMARY_COLOR_RGB}}

CMYK - {{PRIMARY_COLOR_CMYK}}

Pantone - {{PRIMARY_COLOR_PANTONE}}

{{ACCENT_COLOR_NAME}}

Hex - {{ACCENT_COLOR_HEX}}

RGB - {{ACCENT_COLOR_RGB}}

CMYK - {{ACCENT_COLOR_CMYK}}

Pantone - {{ACCENT_COLOR_PANTONE}}

{{SECONDARY_COLOR_NAME}}

Hex - {{SECONDARY_COLOR_HEX}}

RGB - {{SECONDARY_COLOR_RGB}}

CMYK - {{SECONDARY_COLOR_CMYK}}

Pantone - {{SECONDARY_COLOR_PANTONE}}

Typography

PRIMARY FONT

{{PRIMARY_FONT}}

 {{PRIMARY_FONT_DESCRIPTION}}

Download the font: {{PRIMARY_FONT_DOWNLOAD_URL}}

**The quick brown fox jumps over the
lazy dog.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

SYSTEM ALTERNATIVE

{{SYSTEM_FONT}}

{{SYSTEM_FONT_DESCRIPTION}}

Hierarchy

Typeface hierarchy communicates importance, guides a reader's eye, and clearly organizes and prioritizes content.

ELEMENT	CASE	LEADING	TRACKING
LABEL	All caps	140%	0
HEADING	Sentence case	120%	0
SUBHEADING	Sentence case	130%	0
PARAGRAPH	Sentence case	150%	0

CTA Buttons

Creating a reliable, consistent customer experience is key to building trust. Using a consistent button style is important.

PRIMARY

[Get Started](#)

SECONDARY

[Get Started](#)

TERTIARY

[Get Started →](#)

Photography

Overview

{{PHOTOGRAPHY_STYLE_DESCRIPTION}}

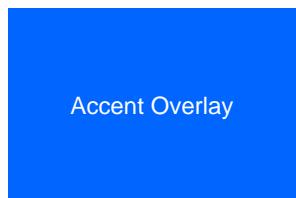
- Select photos that are rich, bright, and warm in tone.
- Images should not be overly saturated or edited with flares.
- Subjects should be authentic, modern, and candid.
- They should be diverse in gender, ethnicity, and age.
- Environmental photos should be inviting and modern.



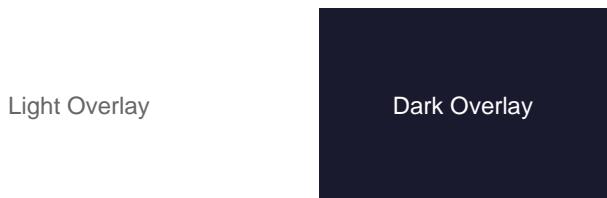
[Sample Photography]

Overlays & Masking

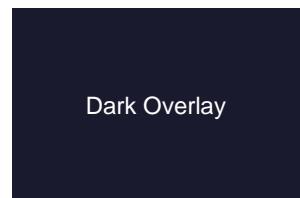
Our image mask and cutout style allows us to focus on customers and the impact we have on their business.



Accent Overlay



Light Overlay



Dark Overlay

Patterns

Overview

Using the brand equity in our logo shapes, we can scale them up to create interesting compositions or scale them down to create patterns. This allows for flexibility in diversifying layouts.

[Pattern Examples]

Construction

Our branded pattern style can be used to accent compositions. Make sure any pattern remains subtle—it should never overtake the user's eye.

1. Create an artboard with appropriate dimensions.
2. Choose brand shapes from the asset library.
3. Apply 'brick by row' tile type with appropriate offset.
4. Adjust H and V spacing to match brand standards.
5. Export as PNG for use in compositions.

Sample

Tips

- Use patterns to accent the composition
- Use shapes as background elements to frame copy
- Use shapes to create interesting image crops

Do Not

- Use bold patterns that distract from messaging
- Overwhelm compositions with large background shapes
- Overuse image crops in any single composition

Application

and Work

Samples

Grid

{{COMPANY_NAME}} is a sleek and streamlined brand. All assets must adhere to our unified look.

Use a square grid and keep compositions clean and free of clutter. Grids may vary by asset type but should set the foundation for every designed asset.



[Grid System Example]

Whitepaper

Document layout example for long-form content.



[Whitepaper Sample]

LinkedIn

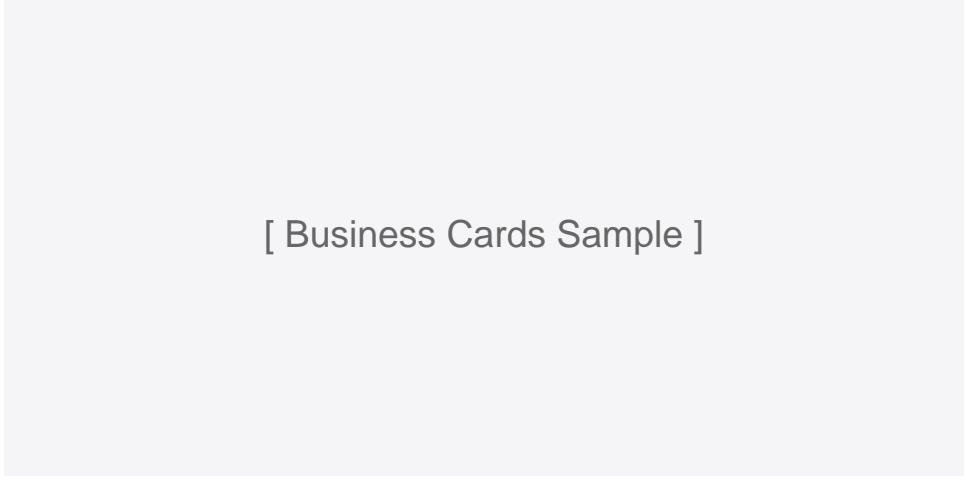
Social media post template for professional platforms.



[LinkedIn Sample]

Business Cards

Print collateral following brand standards.



[Business Cards Sample]