**Brand Bible Checklist**

Here’s a list things your brand bible should include:

* Overview of brand, including history, vision and personality
* Logo specifications and examples of usage
* Typography palette
* Color palette
* Design layouts and grids for print and web-based projects
* Visual examples to support each rule (provide examples of proper and improper use for clarity)

Overview of brand, including history, vision and personality

Logo specifications and examples of usage

Typography palette

Newman Energy

Color palette

|  |  |  |  |
| --- | --- | --- | --- |
| **Color Name** | **Hex Number** | **Color** | **RGB** |
| Strong Lime Green | #00cc00 |  | 0, 204, 0 |
| Strong Yellow | #cccc00 |  | 204, 204, 0 |
| Black | #000000 |  | 0, 0, 0 |
| White | #FFFFFF |  | 255, 255, 255 |
| Strong Blue | #0000cc |  | 0, 0, 204 |

Design layouts and grids for print and web-based projects

Visual examples to support each rule (provide examples of proper and improper use for clarity)