

Efficient Brand Style Guide Template

A fast, reusable framework for entrepreneurs to define their brand identity for AI-driven websites or apps.

1. Brand Essence

Define your brands core in 12 sentences.

- **Core Emotion:** _____ (e.g., trust, joy, calm)
- **Customer Perception:** _____ (e.g., reliable, innovative, friendly)
- **Digital Goal:** _____ (e.g., intuitive, bold, seamless)

Example: "Calm, approachable wellness with a seamless digital experience."

Your Tagline: _____

2. Color Palette

Select 34 colors for consistency. Use hex codes.

- **Primary Color:** _____ (e.g., #007BFF for blue)
- **Secondary Color:** _____ (e.g., #333333 for gray)
- **Accent Color:** _____ (e.g., #FFD700 for gold)
- **Background:** Light _____ (e.g., #FFFFFF) or Dark _____ (e.g., #1A1A1A)

Hover Effects: Use 1020% lighter/darker shades of primary/accent.

Tip: Choose from Tailwind CSS or Material Design palettes for AI compatibility.

3. Typography

Pick 12 web-safe fonts.

- **Headings:** _____ (e.g., Roboto Bold, Arial)
- **Body Text:** _____ (e.g., Open Sans, Helvetica)
- **Rules:** Line spacing 1.52, headings 2436px, body 1618px.

Tip: Use Google Fonts (e.g., <link href="https://fonts.googleapis.com/css2?family=Roboto:wght@700&rel=stylesheet">).

4. UI Motion Principles

Define minimal animations for fast loading.

- **Animation Style:** _____ (e.g., 0.3s fades, none)
- **Interactive Feedback:** _____ (e.g., scale 1.05x, color shift)
- **Key Effect:** _____ (e.g., fade-in, slide-up)

Tip: Use CSS transitions (e.g., transition: all 0.3s ease).

5. Tone of Voice

Set a clear communication style.

- **Tone:** _____ (e.g., friendly, confident)
- **Style:** Short sentences, no jargon.
- **CTA Example:** _____ (e.g., "Get started")

Tip: Create a 5-word tagline: _____

6. Imagery

Streamline visuals for consistency.

- **Mood:** _____ (e.g., vibrant, minimal)
- **Source:** _____ (e.g., Unsplash, Pexels)
- **Keywords:** _____ (e.g., modern office, blue tones)

Tip: Match images to color palette.

7. Application Snapshot

Predefine layouts for AI tools.

- **Hero Section:** _____ (e.g., image, headline, CTA)
- **Content Grid:** _____ (e.g., 24 cards, hover scale)
- **Testimonials:** _____ (e.g., 3 quotes, fade transitions)
- **Footer:** _____ (e.g., logo, 35 links)

Tip: Use one sentence per section for AI prompts.

8. How to Use

- Fill out this template in 1530 minutes.
- Input into AI tools (e.g., Wix AI, Framer) using this prompt:
"Create a website with [Brand Essence], using [Primary Color, Secondary Color, Accent Color], [Heading Font] for headings, [Body Font] for text, [Animation Style] transitions, [Tone] voice, and [Imagery Mood] visuals. Include a hero section with [Headline, CTA], [Content Grid] cards, [Testimonials] quotes, and a [Footer] layout."
- Download more resources at x.ai/resources.

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