

Brand Identity Guidelines Template

Define and Protect Your Brand

1 Brand Foundation

- Mission Statement: Why you exist
- Vision Statement: Where you're going
- Core Values: What you stand for
- Brand Promise: What you deliver
- Target Audience: Who you serve

2 Logo Usage

- Primary logo (full color)
- Secondary logo (simplified)
- Minimum size requirements
- Clear space rules
- Incorrect usage examples

3 Color Palette

- Primary Colors (1-2 main brand colors)
- Secondary Colors (2-3 supporting colors)
- Accent Colors (highlights, CTAs)
- Color codes: HEX, RGB, CMYK, Pantone

4 Typography

- Primary Typeface (headlines)
- Secondary Typeface (body text)
- Web-safe alternatives
- Font sizes and hierarchy
- Line spacing and letter spacing

Brand Identity Guidelines Template - Continued

5 Voice & Tone

- Brand personality traits \(3-5 words\)
- Writing style guidelines
- Words to use / Words to avoid
- Tone variations by context

6 Imagery Style

- Photography style and mood
- Illustration guidelines
- Icon style specifications
- Image do and dont examples

7 Brand Applications

- Business cards
- Email signatures
- Social media profiles
- Website design
- Marketing materials
- Presentations

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