

Sample Brand Guidelines Document

This document serves as a template for structured brand guidelines that can be used with the AI generation feature. Upload this information through the Brand Foundations form or API to enable AI-powered design reference generation.

1. Logo Usage

Full Logo (Logotype) - Use the full logo in main areas like the website header, login screens, dashboards, and marketing pages - The logo should stay readable and not be stretched, skewed, or recolored - Maintain minimum clear space around the logo equal to the height of the “K” in the logo - Minimum display size: 120px wide for digital, 1 inch for print

Icon Logo (Isotype) - The icon version can be used for app icons, favicons, loading screens, or small UI spaces - The logo usually goes in the top-left corner for navigation - Can be used as a watermark at 10-15% opacity on branded materials

Logo Don'ts - Don't add effects like drop shadows, gradients, or outlines - Don't rotate or flip the logo - Don't place the logo on busy backgrounds that reduce legibility - Don't alter the proportions or spacing of logo elements

2. Typography

Primary Typography: Open Sans

- **Usage:** Headlines, titles, navigation, buttons, and CTAs
- **Weights:**
 - Bold (700) - Main headlines, H1, H2
 - Semi-Bold (600) - Subheadlines, H3, H4
 - Medium (500) - Buttons, navigation items
- **Sizes:**
 - H1: 40px / 48px line-height
 - H2: 32px / 40px line-height
 - H3: 24px / 32px line-height
 - H4: 20px / 28px line-height

Secondary Typography: Inter

- **Usage:** Body text, descriptions, form labels, captions, metadata
- **Weights:**
 - Regular (400) - Body copy, descriptions
 - Medium (500) - Emphasized body text, labels
- **Sizes:**

- Body Large: 18px / 28px line-height
- Body: 16px / 24px line-height
- Body Small: 14px / 20px line-height
- Caption: 12px / 16px line-height

Typography Guidelines

- Use sentence case for UI elements (buttons, labels, menu items)
 - Use title case for page titles and section headers
 - Maintain consistent line heights for readability
 - Body text should not exceed 75 characters per line for optimal reading
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3. Colors

Primary Color: #8E32EB (Purple)

- **Usage:** Primary CTAs, active states, links, brand accents, key interactive elements
- **Accessibility:** Use with white (#FFFFFF) text for sufficient contrast
- **Variations:**
 - Lighter: #A55FF0 - Hover states
 - Darker: #7520C9 - Active/pressed states
 - Subtle: #F7F0FF - Background tints

Secondary Colors

Secondary 1: #1F3A5F (Navy Blue) - **Usage:** Headlines, secondary buttons, footer backgrounds, charts/data visualization - **Variations:** - Lighter: #2A4D7D - Darker: #152844

Secondary 2: #18662B (Green) - **Usage:** Success states, positive indicators, completion badges, progress indicators - **Variations:** - Lighter: #22854A - Darker: #0F4A1E

Neutral Colors

- **Neutral 900:** #121212 - Primary text, headings
- **Neutral 700:** #4A4A4A - Secondary text
- **Neutral 500:** #7A7A7A - Placeholder text, disabled states
- **Neutral 300:** #E9E9E9 - Borders, dividers
- **Neutral 100:** #F5F5F5 - Background fills
- **White:** #FFFFFF - Card backgrounds, inputs

Semantic Colors

- **Error:** #E53E3E - Error messages, destructive actions

- **Warning:** #DD6B20 - Warning states, attention needed
 - **Success:** #38A169 - Success messages, positive feedback
 - **Info:** #3182CE - Informational messages
-

4. Voice and Tone

Brand Voice Characteristics

Clear - Use plain language that anyone can understand - Avoid jargon, technical terms, and buzzwords unless necessary - Break complex information into digestible chunks - Lead with the most important information

Confident - Be direct and decisive in communication - Use active voice over passive voice - Make clear recommendations when appropriate - Stand behind product capabilities without overpromising

Supportive - Acknowledge user efforts and progress - Provide helpful context and next steps - Use encouraging language without being patronizing - Offer solutions, not just error messages

Professional but Approachable - Balance expertise with friendliness - Use contractions naturally (you're, we'll, it's) - Avoid being overly casual or using slang - Maintain warmth while being efficient

Tone Guidelines by Context

Onboarding & Getting Started - Welcoming and encouraging - Focus on quick wins and momentum - “Let’s get you set up in just a few steps”

Error Messages - Calm and solution-oriented - Never blame the user - “We couldn’t complete that action. Here’s what you can try...”

Success & Completion - Celebratory but not over the top - Acknowledge achievement concisely - “Great! Your changes have been saved.”

Help & Documentation - Patient and thorough - Use step-by-step instructions - Include examples when helpful

Writing Examples

Do: - “Your product brief is ready for review” - “Enter your primary color as a hex code (e.g., #FF5733)” - “We’re analyzing your idea—this usually takes about 30 seconds”

Don’t: - “Your PB has been generated and is now available for perusal” - “Input the hexadecimal color value for the primary chromatic selection” - “Please wait while the AI neural network processes your input data”

5. Design Notes (Optional Context)

Visual Style Direction

- Clean and minimal interface with ample white space
- Data-focused presentation with clear visual hierarchy
- Subtle use of brand purple for interactive elements
- Rounded corners (8-12px radius) for a modern, friendly feel

Animation & Motion

- Subtle transitions (200-300ms) for state changes
- Loading states should feel productive, not frustrating
- Avoid excessive or distracting animations

Accessibility

- Maintain WCAG 2.1 AA compliance minimum
- Ensure color contrast ratios meet standards
- Support keyboard navigation throughout
- Provide alt text for all meaningful images

API Request Format

To submit these brand guidelines via the API, use the following structure:

```
{
  "logo_usage": "Use the full logo in main areas like the website header, login screens, dashboards",
  "primary_typography": "Open Sans",
  "secondary_typography": "Inter",
  "primary_color": "#8E32EB",
  "secondary_colors": ["#1F3A5F", "#18662B"],
  "voice_and_tone": "The brand voice is clear, confident, and supportive. Communication should be concise and data-driven.",
  "design_notes": "The interface should feel minimalist and data-focused with ample white space and clear visual hierarchy."
}
```

This document provides the structured brand guidelines required for AI-powered design reference generation. All fields above correspond to the API schema and can be entered directly through the Design References form.