Brand Guide for ANALYTICA

1. Overview
   1. Mission Statement
   2. Brand Values – What we stand for
2. Logo
   1. Variations
   2. Color options
   3. Layout rules
3. Colors
   1. Swatches
   2. Hierarchy/Usage
4. Fonts
   1. Typefaces
   2. Sizes
   3. Usage (when/where)
   4. Color options
   5. Spacing (line & letter)
5. Headings
   1. Styles (2 versions for each level)
   2. Hierarchy
6. Images & Illustrations
   1. Tone & Feel
   2. Cropping & Color
   3. Usage Rules
7. Icons
   1. Layout rules and usage
   2. Include all icons currently in use
   3. Colors
   4. Meanings
   5. General rules for making new icons
8. Document Layouts
   1. Business Cards
   2. Letterhead
   3. Proposal Covers
   4. Flyers/brochures
   5. General rules for making new documents