Brand Standards

1. Overview
   1. What the document is and how it is used
2. Brand General
   1. Brand story
      1. Who are we
      2. Where did we come from
      3. What do we do
   2. Audience
      1. Primary audience
      2. Secondary audience
3. Look and Feel
   1. Colors
      1. Primary
      2. Secondary
      3. Full pallet
   2. Fonts
      1. Document
      2. Websafe
   3. Imagery
      1. Logo usage
      2. Corporate images
         1. Photos for employees
         2. Photography and graphic elements
         3. Social posts
         4. Newsletters
4. Tone and Voice
   1. General
   2. Audience messaging
   3. Web copy
   4. Social
5. Tools
   1. Consumer Facing
      1. Email signatures
      2. Bios
      3. Business Cards
      4. Newsletter
   2. Business
      1. Invoice
      2. Contracts