Acme Corporation – Brand Guidelines

1. Brand Mission:

"At Acme, we innovate to bring the future closer for our customers."

2. Visual Identity:

- Primary Color: #FF5733

- Secondary Color: #C70039

- Font Family: Open Sans (bold for headlines, regular for body text)

3. Tone of Voice:

- Professional but approachable

- Use concise, clear language

- Highlight innovative spirit

4. Logo Usage:

- Minimum clear space: 20px around the logo

- Never stretch or distort the logo