



Visual Test Brand

Brand Guidelines



#FF5733



#2C3E50



#27AE60

01

Color Palette



PRIMARY

Sunset Orange

#FF5733

RGB(255, 87, 51)



SECONDARY

Midnight Blue

#2C3E50

RGB(44, 62, 80)



ACCENT

Emerald

#27AE60

RGB(39, 174, 96)

Usage Guidelines

- Primary: Main brand elements, headers, buttons, and key UI components
- Secondary: Supporting elements, backgrounds, borders, and text
- Accent: Highlights, notifications, and emphasis elements

02

Typography

PRIMARY FONT

Playfair Display

Usage: Headings • Source: Google Fonts

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SECONDARY FONT

Roboto

Usage: Body text • Source: Google Fonts

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



03

Logo



Background Applications



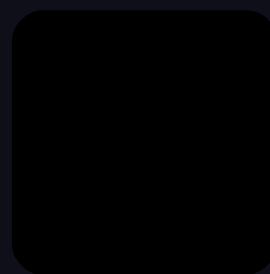
Primary



Secondary



White



Black

Business Card



Visual Test Brand

Your tagline here

John Doe

CREATIVE DIRECTOR

hello@mybrand.com

+1 234 567 890

www.mybrand.com

Social Avatar



PROFILE PREVIEW



Visual Test Brand

@visualtestbrand

Letterhead

 Visual Test Brand

January 16, 2026

Dear Valued Customer,

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

 Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Best regards,

John Doe
CREATIVE DIRECTOR

123 Brand Street, City, Country

hello@mybrand.com

www.mybrand.com

Envelope



Visual Test Brand

123 Brand Street
City, Country 12345

Recipient Name

456 Recipient Ave
City, Country 67890

Presentation



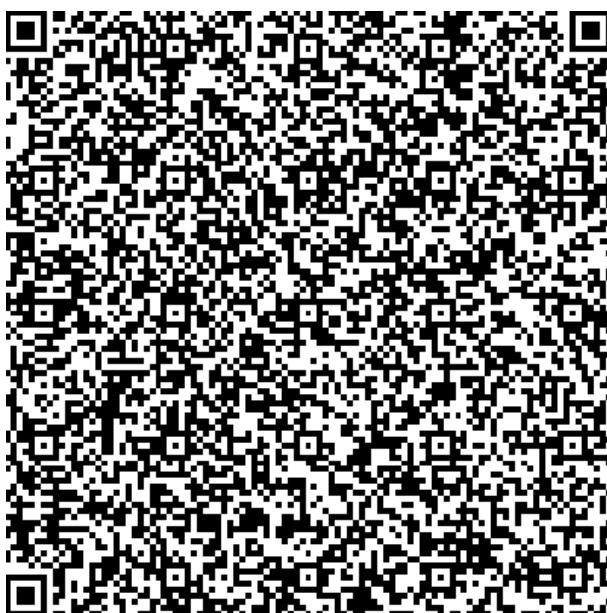
Welcome to Visual Test Brand

Creating innovative solutions for tomorrow

www.mybrand.com

Confidential

Quick Import



Scan to Import Brandbook

[Or click here to open directly](#)

- 1. Scan this QR code with your smartphone camera
- 2. Open the link in your mobile browser
- 3. The brand colors and typography will auto-import
- 4. Note: Logo is not included in QR data (upload separately)

Included in QR:



Brand Colors