

Brand Style Guide

Brand Overview

Brand Name: Tagline: Description:

Brand Personality

Tone: Target Audience: Keywords:

Logo Usage

Primary Logo Secondary Logo Submark/Icon Usage Guidelines

Color Palette

Primary Colors Secondary Colors

Typography

Primary Font Secondary Font Usage Rules

Social Media Style

Post Style Image Style Color Usage

Visual Elements

Icons Patterns Shapes

Deliverables

Logo Files Color Palette Fonts Social Kit

Do's & Don'ts

Do: Don't: