

# Brand guidelines template

The aim of your brand guidelines is to help you present your business consistently across all channels. They should outline your visual identity, tone of voice, and key messaging.

# Vision, Values & Tone of Voice

## Brand Purpose

Include a short statement explaining why your business exists.

**For example:**

To help businesses communicate clearly and confidently through branding that reflects who they are and what they stand for.

## Brand Mission

A clear explanation of what your business does and how you deliver value to your customers.

**For example:**

To deliver creative design solutions that help clients stand out, connect with their audience, and build consistent branding.

## Company Values

List 3-5 values that guide your business.

**For example:**

- Reliability
- Transparency
- Expertise
- Simplicity
- Support

## Tone of Voice

Explain how your business should communicate. Include: do's and don'ts, example phrases, and writing style rules.

**For example:**

Communicate in a tone that is straightforward, jargon-free, and helpful.

# Logo Usage



Primary  
Logo




Secondary  
Logo

For brand logos, include:


- Primary and secondary logos
- Minimum size
- Colour options
- Correct and incorrect usage examples

**For example:**

Use cases:



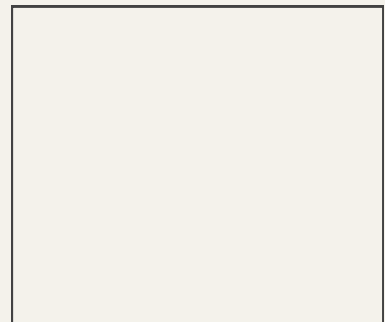
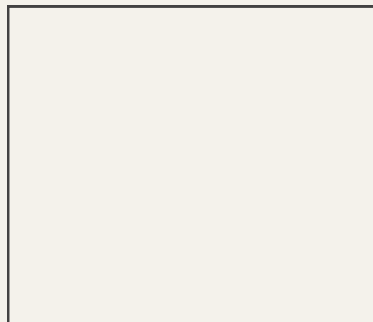
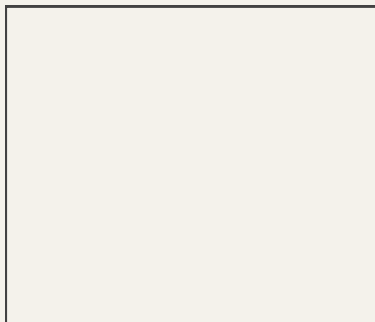
The primary logo should be used as the basis of the brand's visual identity across various media, such as on your website and official documents.



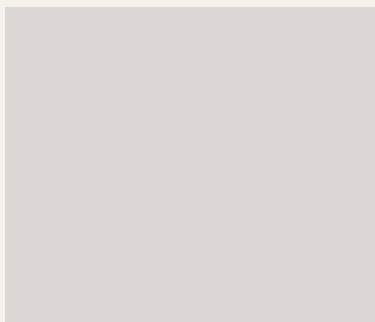
The secondary logo should be used to accommodate various branding and design needs as it is a more flexible logo variation, for example social media profiles or browser tabs.

# Colour Palette

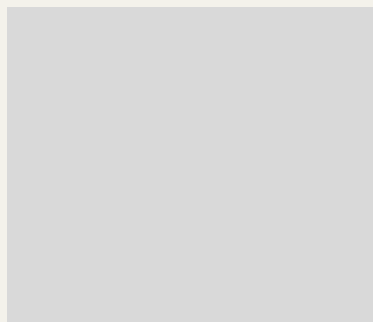
Include all of your brand colours, and their use cases.



**For example:**



Use for clarity and precision



Use for maintaining brand recognition



Use for high-contrast to show sophistication

# Brand Typography

## Typeface One

Outline when your font/fonts should be used, which font is the primary choice, what colours the font can be used in, and whether it can be bold, italic, or underlined.

AaBbCcDd

## For example

### Typeface Two

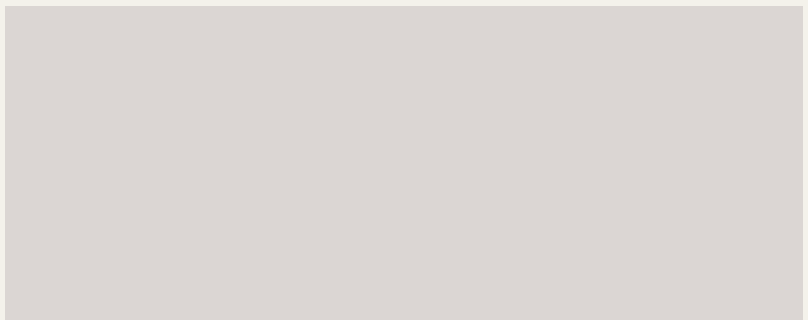
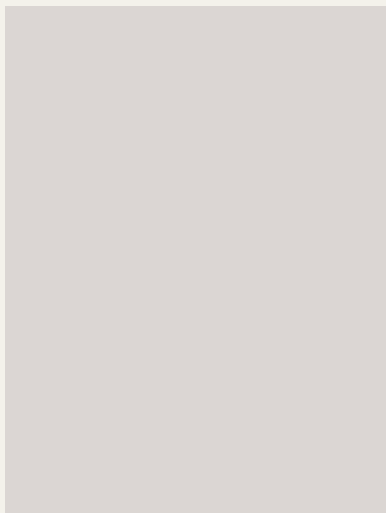
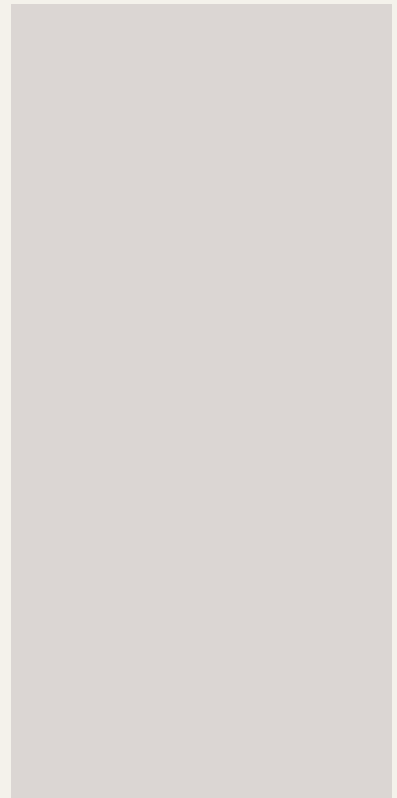
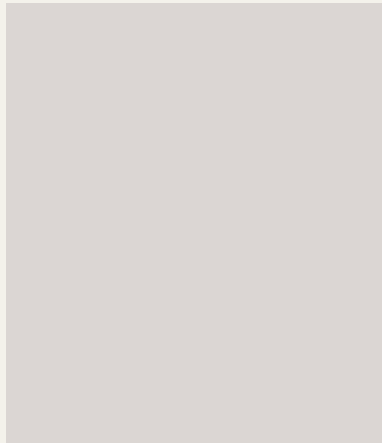
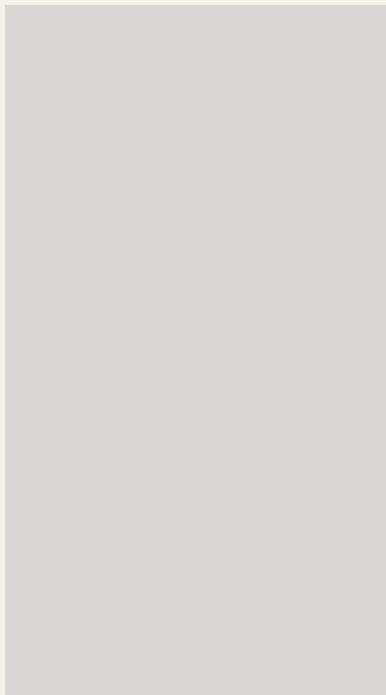
This font should be used for titles and headings throughout marketing communications.

This font should always appear in the shade #202020 and should never be formatted in bold or italic.

AaBbCcDd

# Imagery Style

Include guidelines and examples of imagery which can be used throughout your branding and communications.



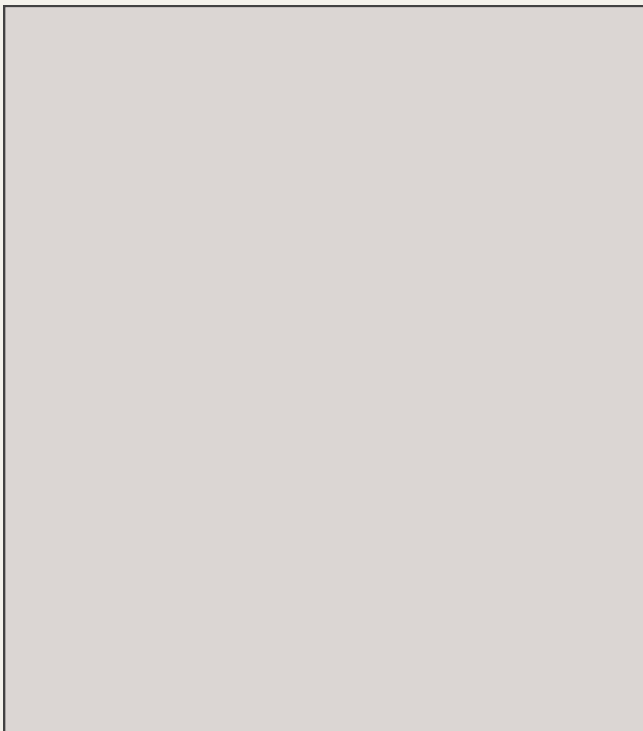
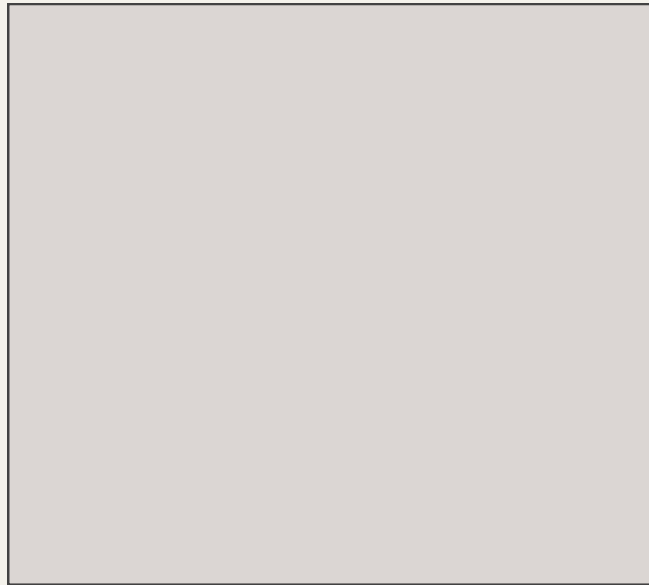
## For example:

- Use natural, authentic photography
- Show real people and real environments
- Maintain a consistent colour tone

# Correct and Incorrect Brand Usage

## Correct branding

Include examples of correct and incorrect usage of the brand guidelines



## For example:

### Incorrect branding

An image of Typeface Two being formatted in italics when the guidelines state it should not be formatted in italics.