|  |
| --- |
| BRAND GUIDELINES  FOR  [INSERT YOUR COMPANY NAME] |

**Brand Guidelines**

1. **Brand Explanation**
   1. Brand names and slogan

|  |  |
| --- | --- |
| Brand Name | [Insert your brand name here] |
| Slogan/Strapline | [Insert your strapline here] |

* 1. Mission statement

|  |  |
| --- | --- |
| Mission Statement | [What is your brands purpose] |

*i.e. Serve gourmet pizzas at affordable prizes.*

* 1. Unique Selling Points

|  |  |
| --- | --- |
| Unique Selling Point | |
| 1. | [Why is your brand special] |
| 2. | [Why is your brand special] |
| 3. | [Why is your brand special] |

*i.e. using Fairtrade products, delivering in under 30 minutes*

* 1. Target Audience

|  |  |
| --- | --- |
| Age Rage | [e.g. 25-35] |
| Gender | [e.g. 65% Male 35% Female] |
| Demographic | [e.g. Twenty something hipsters. Professional, university educated] |
| Nationality | [e.g. Multi] |
| Interests | [What things do your customers like?] |
| Online purchase behaviour | [e.g. As they will be web savvy, there will be a certain amount of knowledge of the web. They will be frequent on-line shoppers.] |
| Offline purchase behaviour |  |
| Social media usage | [What social media platforms will they be active on?] |

* 1. Brand values  
       
     (5 key words that define what your brand stands for)

|  |  |
| --- | --- |
| Brand Values | |
| 1. | [e.g. Premium] |
| 2. | [e.g. Inovative] |
| 3. | [e.g. Fresh] |
| 4. | [e.g. Practical] |
| 5. | [e.g. Experienced] |

* 1. Brand uses

What are you happy for the brand to use/feature on?

|  |  |
| --- | --- |
|  | Y/N |
| Website |  |
| Blog |  |
| Social Media |  |
| Guest Posting |  |
| Events |  |
| Stationary |  |
| Transportation |  |

* 1. Main competitors

Who are your main competitors and why?

|  |  |  |  |
| --- | --- | --- | --- |
| Rank | Name | Website | Reason |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |
| 5. |  |  |  |

1. **Creative Design**
   1. Colour palette

|  |  |
| --- | --- |
| Main Colour  [Describe where this core colour will be used in the branding, and where not to use it] | [Insert Hex & RGB codes here] |
| Secondary Colours  [Describe where the secondary colours will be used in the branding, and where not to use them.] | [Insert Hex & RGB codes here] |
| Font Colours  [Describe which fonts (below) will use which colours. Include information about link text.] | [Insert Hex & RGB codes here] |

* 1. Logos & variations

Correct uses

|  |  |
| --- | --- |
| Main Logo  [Description of logo, including the width & height in pixels.] | [Insert image here] |
| Logo Variations  [Description of logo variations, including the width & height in pixels.] | [Insert images here] |
| Icons  [Description of icons, including the width & height in pixels.] | [Insert image here] |

* 1. Examples of acceptable imagery

I.e. photographs, cartoons, images that can be used. If they are in black and white, filtered, full colour etc.

|  |  |
| --- | --- |
| Other Brand Imagery  [Describe what other brand elements & imagery there will be (for example, blog post or page headers, social media cover images)] | [Insert images & examples here] |

* 1. Typography

|  |  |
| --- | --- |
| Main Font  [Describe where this font will be used and where not to use it.  You should include colours, sizes, text and line spacing] | [Insert font name & example here] |
| Secondary Fonts  [Describe where these fonts will be used and where not to use it.  You should include colours, sizes, text and line spacing] | [Insert font name & example here] |
| Website Fonts  [Describe which fonts the website will use for H1s, H2s, H3s and Body text. You should include colours, sizes, text and line spacing] | [Insert font name & example here] |

1. **Brand Voice**
   1. Brand voice (5 key words to define the tone you want to use)

|  |  |
| --- | --- |
| Brand Voice | |
| 1. | [e.g. Relaxed |
| 2. | [e.g. Humorous] |
| 3. | [e.g Considered] |
| 4. | [e.g. Cool] |
| 5. | [e.g. Sophisticated] |

*I.e. Informal, Slang, Friendly, Humorous, Chatty*

* 1. Abbreviation and slang policy

|  |  |  |
| --- | --- | --- |
|  | Y/N | Examples (Where appropriate) |
| Technical jargon |  |  |
| Slang |  |  |
| Abbreviations |  |  |
| Acronyms |  |  |
| Swearing |  |  |

*NB: Feel free to add your own*

* 1. Example sentences  
       
     To give an idea of the way you’d like to express points.

*Here’s a quick sneak preview of our latest branding, we’d love to get your thoughts?*

*Take a look at this cool brewing guide we’ve just stumbled across.*

* 1. Grammatical points   
       
     To give an idea of how things are written

|  |  |
| --- | --- |
|  | Y/N (Notes) |
| All Words In Title With A Capital Letter |  |
| Major Words in Title with a Capital Letter |  |
| CAPITAL LETTERED TITLE |  |
| Happy for exclamation marks! |  |
| Happy for a dash – to extend pauses. |  |
| Happy for a dash – to extend pauses. |  |
| Numbers as words (One, Two, Three) |  |