



Brand Style Guide Template

Document your brand so every designer, staff member and agency stays consistent.

Logo

- Primary logo, secondary logo and icon.
- Minimum size and clear space rules.
- Do and don't examples.

Colours

- Primary colour HEX / RGB.
- Secondary and accent colours.
- Background and text colours.

Typography

- Heading font and weights.
- Body font and sizes.

Voice & tone

- 3 words that describe your brand personality.
- Words you always / never use.

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