



Your Logo

Name of client

Branding Guidelines Template

By
Your name
Version
Date



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Hello. We're *happy* you're here.

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section title



brand overview

brand overview

Strong brands have strong logos, typographies, identical color palettes, to make their visual identity easy to identify, and specific rules that anyone should follow in order to have a consistent brand.

brand name

Why was this name chosen for this business? State your brand name and where it comes from.

purpose

Why do you wake up every morning wanting to do what you do? This should connect the brand with the customers in an emotional way.

values

What does your brand stand for?

concept



The brand identity must come from “somewhere”. Describe how you connect the **brand**, **purpose** and **values** with specific visual guidelines such as colors, images, etc.

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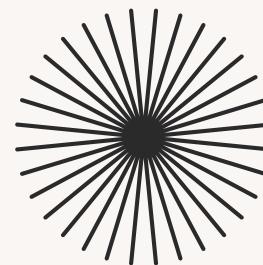


logo

the logo

Explain your brand logo: their different versions (landscape and portrait); what they mean; why are you presenting those elements.

 Lorem ipsum dolor sit amet,
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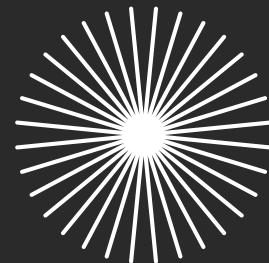


Your Logo

the logo

Explain your brand logo: its different versions (landscape and portrait); what they mean; why are you presenting those elements.

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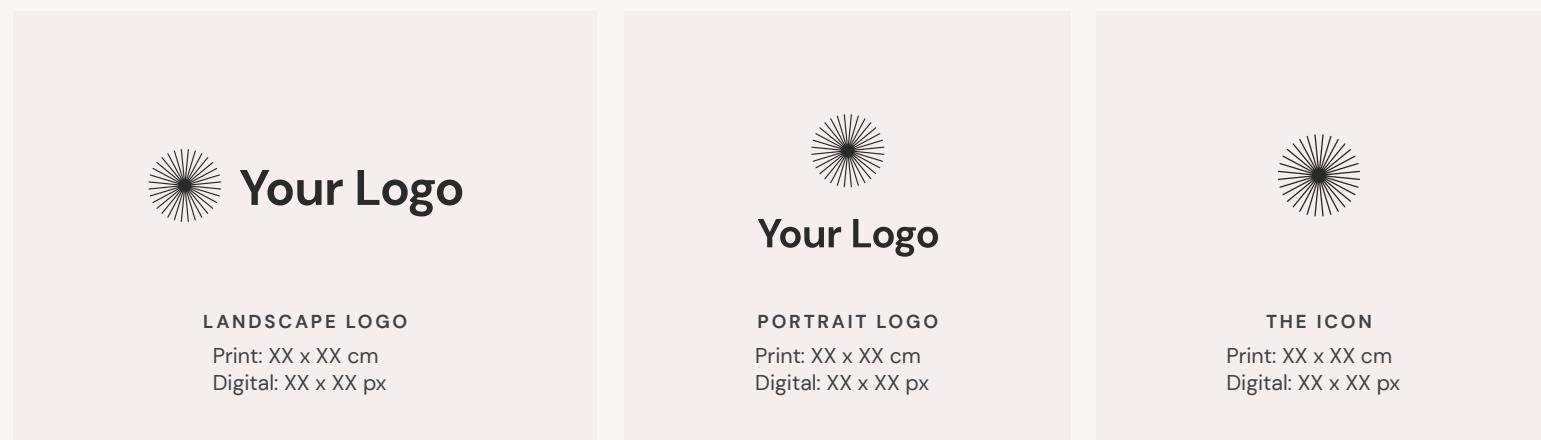


Your Logo

the logo

Use this space to explain the logo's safe zone when it is used around other visual elements.

Set a minimum value for each version of the logo and icon in which they can be sized to.

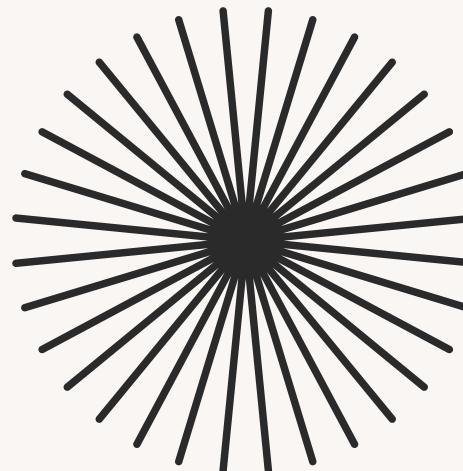


the icon

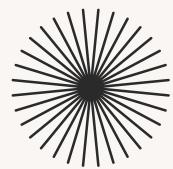
Use this space to explain the icon.

Where does it come from? What does it mean? What makes it unique?

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 consectetur adipiscing elit. Sed ac
 sapien nibh. Curabitur vel nisl fringilla,
 convallis ante a, pretium lacus. Sed
 nec posuere nisi orci varius.



the logo



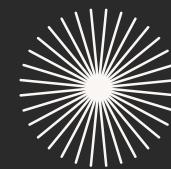
Your Logo



Your Logo



Your Logo



Your Logo



color

the color palette

Share what colors you are suggesting as primary and secondary palette. Make sure to always add the HEX code.

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
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 Diam sollicitudin tempor id eu. Id cursus metus aliquam
 eleifend mi in nulla. Pellentesque diam volutpat commodo
 sed egestas egestas fringilla phasellus.

Carbon

R 43 C 70
G 42 M 65
B 30 Y 64
 K 66

HEX CODE
#2B2A2A

Rosé

R 43 C 70
G 42 M 65
B 30 Y 64
 K 66

HEX CODE
#2B2A2A

Sunrise

R 43 C 70
G 42 M 65
B 30 Y 64
 K 66

HEX CODE
#2B2A2A

Linen

R 43 C 70
G 42 M 65
B 30 Y 64
 K 66

HEX CODE
#2B2A2A

Sand

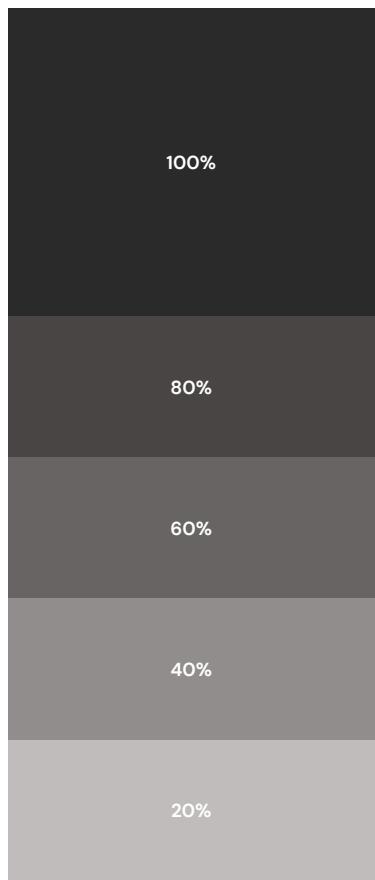
R 43 C 70
G 42 M 65
B 30 Y 64
 K 66

HEX CODE
#2B2A2A

additional colors

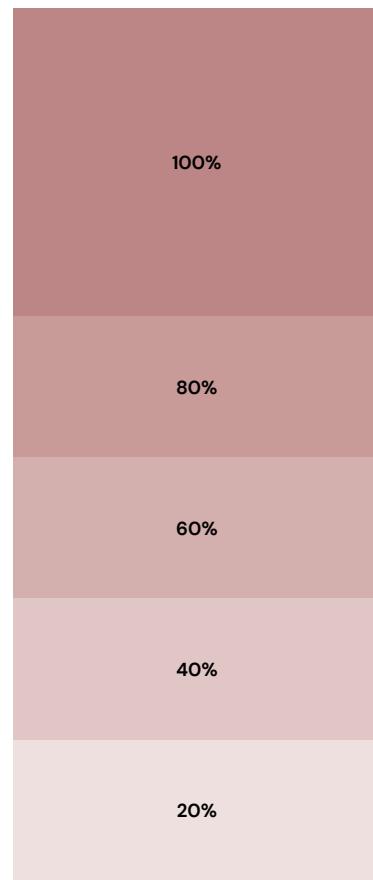
Carbon

HEX
2B2A2A



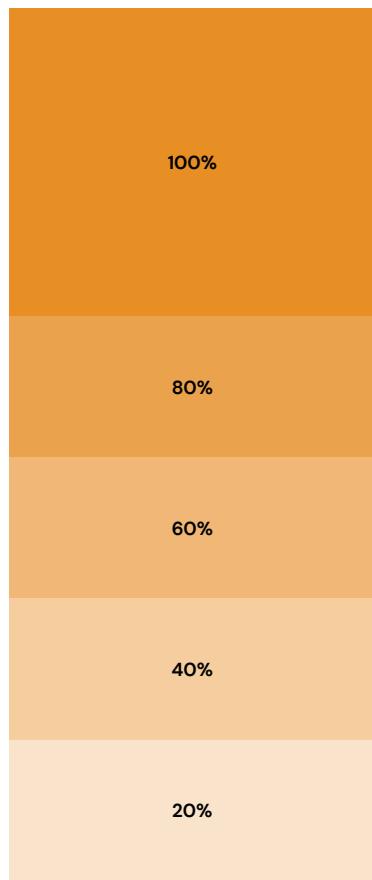
Rosé

HEX
2B2A2A



Sunrise

HEX
2B2A2A



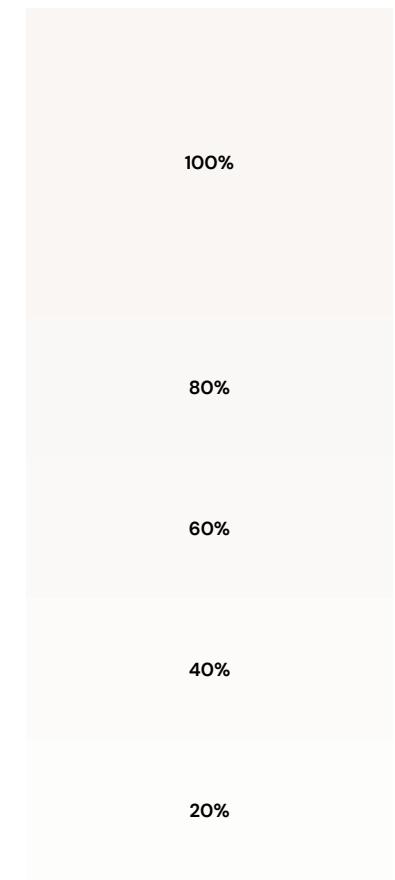
Linen

HEX
2B2A2A



Sand

HEX
2B2A2A





typography

typography

Explain why you are using specific typography as the primary typeface.

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
 do eiusmod tempor incididunt ut labore et dolore magna
 aliqua. Nunc faucibus a pellentesque sit amet porttitor.

A large, bold, black sans-serif font is displayed, showing the uppercase letter 'A' and the lowercase letter 'a'. The letters are thick and have a clean, modern appearance.

DM Sans

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

1 2 3 4 5 6 7 8 9 0 (!?) \$%&{}/?

DM Sans Regular
DM Sans Bold

typography

Explain why you are using specific typography as the secondary typeface.

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 do eiusmod tempor incididunt ut labore et dolore magna
 aliqua. Nunc faucibus a pellentesque sit amet porttitor.



Cormorant

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

1 2 3 4 5 6 7 8 9 0 (!?) \$%&{}/?

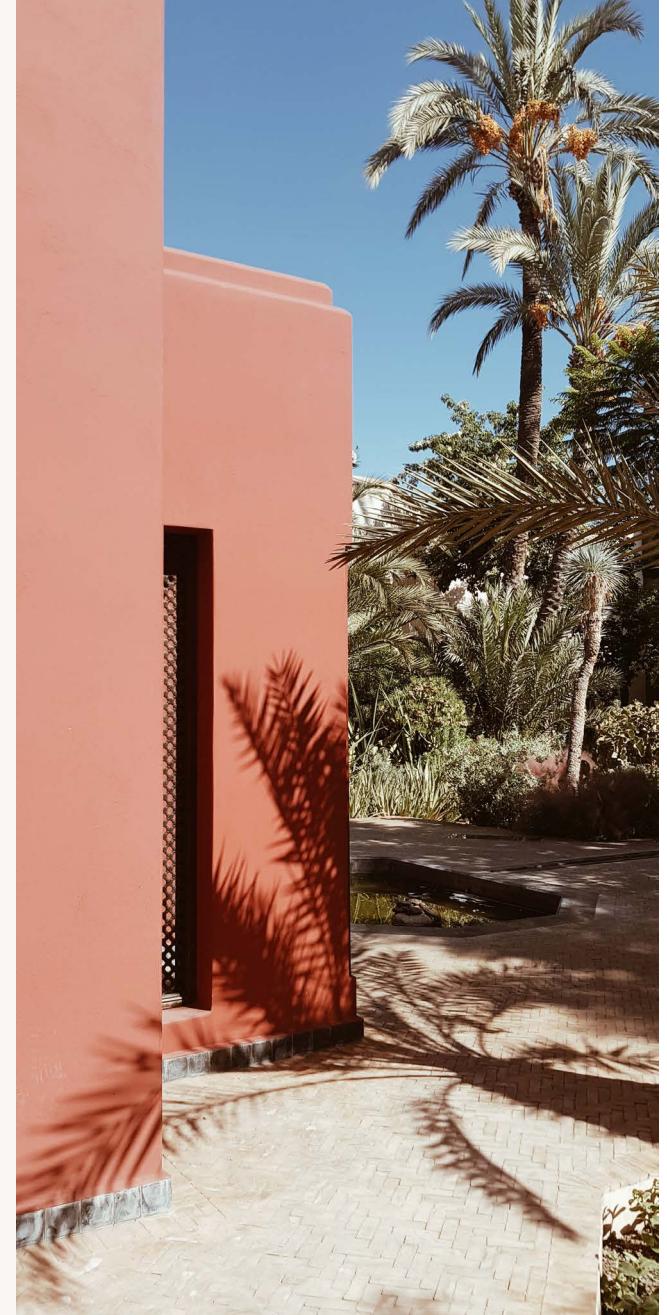
Cormorant Regular
Cormorant Italic



photography

Photography

Guide your customer to have and search for the appropriate type of photographs the brand should use: guide them through saturation, exposure, warmth, coloring and layout concepts so every single photograph has the same “feeling”. This also includes if the brand should share portraits, group pictures, locations, etc.





icon set

Icons

Connect the type of iconography you are using with typography, and visual elements you are proposing. They should be aligned with your brand identity.





social

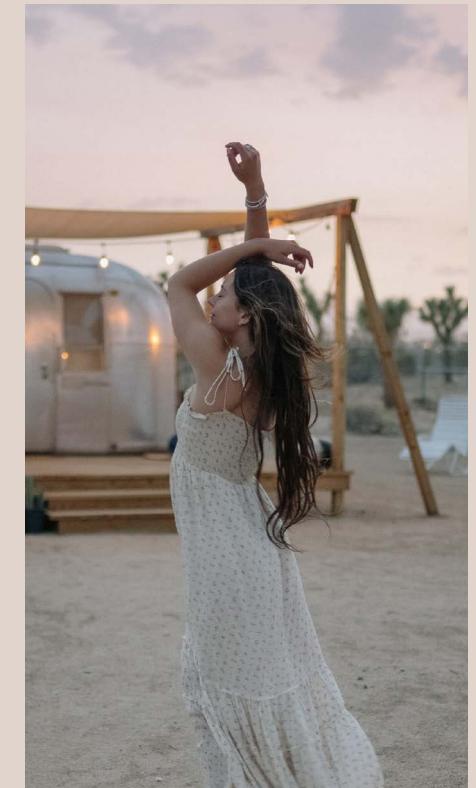
Instagram

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Instagram Post

1080x1080



Instagram Story

1080 x 1920 px

Facebook

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nunc faucibus a pellentesque sit amet porttitor. Diam sollicitudin tempor id eu. Id cursus metus aliquam eleifend mi in nulla. Pellentesque diam volutpat commodo sed egestas egestas fringilla phasellus.



Facebook Post
1200 x 1200



Cover photo
820 x 312



Profile photo
600 x 600



Your Logo



ABOUT

Your Company
Brand Guidelines
Version 1.0



PHONE

Phone : +123 4567 9988
Free Call : +65 123 554 25



ONLINE

email@yourcompany.com
info@yourcompany.com
www.yourcompany.com