TEMPLATE

BRAND GUIDELINES

YOUR LOGO

Record your brand in one place and share it with anyone who designs, prints or posts for you.

1. ABOUT THE BUSINESS

BUSINESS NAME

WHAT WE DO (ONE SENTENCE)

WHO WE SERVE

WHY CUSTOMERS CHOOSE US

2. LOGO

VERSION	FILE NAME	WHERE TO USE IT
Full logo		
Compact logo		
One-colour logo		
Icon / emblem		

- [ ] Keep clear space around the logo equal to the height of the first letter
- [ ] Never stretch, rotate or recolour the logo
- [ ] Use the one-colour logo on busy backgrounds

3. COLOURS

NAME	HEX	RGB	CMYK	USE FOR

4. TYPOGRAPHY

ROLE	FONT	WEIGHT	SIZE
Headlines			
Body text			
Buttons and labels			

5. VOICE

THREE WORDS THAT DESCRIBE HOW WE SOUND

WORDS AND PHRASES WE USE

WORDS AND PHRASES WE AVOID

6. PHOTOGRAPHY

WHAT OUR PHOTOS SHOW

7. WHERE THE BRAND APPEARS

- [ ] Vehicles
- [ ] Uniforms
- [ ] Website
- [ ] Google Business Profile
- [ ] Quotes and invoices
- [ ] Email signatures
- [ ] Social media
- [ ] Signs and print