



# Guidelines

LAST UPDATED:

MM/DD/YYYY

DOC OWNER

Write name here

## **Brand Identity**



"Write the brand manifesto or tagline"

A brand guideline, or brand style guide, refers to the significant set of standards a company uses in order to present and maintain a solid and consistent brand in both public and private channels. Having this document ensures that a company can maximize its reach and impact on customers in terms of brand recall and brand recognition.

### Mission

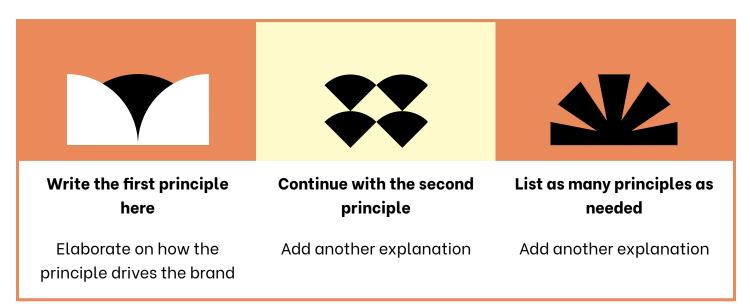
State what your brand is targeting to achieve now and the processes being done to achieve it. The mission should also clearly incorporate your brand's offered products and services.

### Vision

State the big long-term goal and impact that your brand is striving to achieve in the future. The vision should make your brand stand out from the competition, drive your members to do their best work, and strike a chord within your customers.

### Principles

Brand principles serve as guiding pillars of the brand. It states how brands are presented and communicated to the audience.



### **Core Components**



Use the table below to create a quick curation of elements that make up your brand. Share or insert your brand's copywriting, palette, and visual cues.

TONE OF VOICE	COLORS	LOGO
TYPOGRAPHY	ILLUSTRATIONS	PHOTOGRAPHY

### **Best Practices**



Design

Share the guidelines or methods your brand designers follow for visual communication tools.

	DO'S	DON'TS	ACCESSIBLE AND INCLUSIVE CONSIDERATIONS
TYPOGRAPHY	Write the guidelines to follow	List the things to avoid	Note special conditions that must be considered
COLOR			
LOGO			
ILLUSTRATIONS			
PHOTOGRAPHY			
VIDEOGRAPHY			
ADD OTHER DESIGN ASPECTS			

#### Language

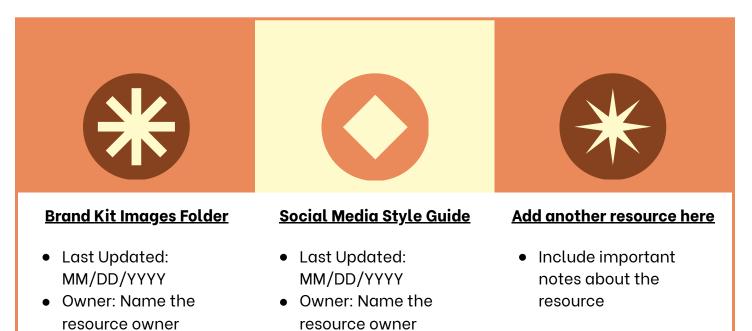
Note the requirements your writers check when creating copy for the brand.

	DO'S	DON'TS	ACCESSIBLE AND INCLUSIVE CONSIDERATIONS
TONE OF VOICE	Write the guidelines to follow	List the things to avoid	Note special conditions that must be considered
GRAMMAR			
NUMERICAL FORMAT (FOR DATE, TIME, AND MONEY)			
ABBREVIATIONS			
REFERENCES			
LIST MORE COPY- RELATED ASPECTS			

### Asset Library



For easier reference, create a list with all the brand's assets and resources for public and private use.





#### Have a feedback or query?

We always welcome insights. Message us at **hello@reallygreatsite.com** for any concerns or clarifications.