[Brand Name] Brand Style Guide

Version [1.0] · Updated [date] · Contact: [name, email]

1. Who we are

Mission

What we do

Who we serve

Brand values

Tagline

2. Logo

- Primary logo: [where to find files]
- Minimum size: [e.g. 120 px wide on screen, 1 in. in print]
- Clear space: [e.g. the height of the logo's 'B' on every side]
- Versions: [full color / one color / white on dark]
- Don't: stretch, recolor, rotate or add effects

3. Colors

Color name	HEX	RGB	CMYK	Use for
Primary				
Secondary				
Accent				
Dark text				
Light background				

4. Typography

Use	Font	Weight / size	Fallback
Headings			
Body text			
Buttons / UI			

5. Imagery

[Describe photo style, e.g. natural light, real customers, warm tones; illustration and icon style; image sources and licensing.]

6. Voice and tone

We are…	We are not…	Example

7. Writing style

- Spelling: US English
- Headlines: [Sentence case / Title Case]
- Numbers: [numerals for 10 and above]
- Dates: [March 4, 2027]
- Words we use / avoid: [list]
- Oxford comma: [yes / no]

8. Examples

APPROVED EXAMPLES (SOCIAL POST, EMAIL, AD, PACKAGING)