



[Your business name] Brand guidelines

Version

Last updated

Questions about the brand: name and email

01 Using these guidelines

What this page is for. Anyone who makes something with your name on it should be able to get it right without asking you: staff, printers, sign makers, web designers. Keep this guide short. One that gets read beats one that covers everything.

Who this guide is for

e.g. our team, our printers and sign makers, and anyone who builds our website or posts for us

Where the latest version and the logo files are kept

e.g. a link to a shared folder

Who approves anything new that uses the brand

name and email

If people remember only three things from this guide

e.g. always use the logo files from the shared folder; never stretch the logo; write the way we speak

02 Our brand in a few sentences

What this page is for. Everything else in this guide follows from this page. If a design or a post doesn't fit what's written here, it's off-brand, however good it looks.

What we do, for whom, and where, in one sentence

e.g. We fit and repair boilers for homes across Leicester.

Who our customers are

e.g. homeowners and landlords, mostly booking by phone or WhatsApp

What makes us different

the reason a customer picks us over the business down the road

Three words that describe our personality

e.g. straightforward, warm, quick

1

 2

 3

Our tagline, if we have one

03 Our logo

What this page is for. Shows every version of the logo and says which one goes where, so nobody picks the wrong file or makes their own.

Main logo

Second version (stacked or side by side)

Icon or monogram

One colour and reversed

Which version to use where

Where	Version to use
Website header	
Social media profile pictures	
Vans and signs	
Embroidery on workwear	
Documents, quotes and invoices	

04 Space and size

What this page is for. Stops the logo being crowded by other things or shrunk until nobody can read it.

Clear space around the logo

e.g. on every side, leave a gap at least as wide as the height of the letter o in our name

Smallest size in print

width in mm

Smallest size on screen

width in pixels

Sketch the logo with its clear space marked

05 What not to do with the logo

What this page is for. The mistakes people make most often, so they know what to avoid. Tick the ones that apply and add your own.

☐ Don't stretch or squash it.

☐ Don't change its colours.

☐ Don't add shadows, outlines or other effects.

☐ Don't rotate or tilt it.

☐ Don't put it on a busy photo without a plain panel behind it.

☐ Don't retype the name in another font.

☐ Don't rearrange or separate its parts.

☐

☐

Paste a mistake you've seen, and say what's wrong

Paste another

06 Colour

What this page is for. Exact colour codes, so the website, the van and the printed leaflets all match. Screens use HEX and RGB; printers use CMYK, and some use Pantone.

Main colour

Name _____
HEX _____
RGB _____
CMYK _____
Pantone _____

Second colour

Name _____
HEX _____
RGB _____
CMYK _____
Pantone _____

Accent

Name _____
HEX _____
RGB _____
CMYK _____
Pantone _____

Dark neutral

Name _____
HEX _____
RGB _____
CMYK _____
Pantone _____

Light neutral

Name _____
HEX _____
RGB _____
CMYK _____
Pantone _____

Background

Name _____
HEX _____
RGB _____
CMYK _____
Pantone _____

How much of each colour to use

e.g. mostly light neutral; main colour for headings and buttons; accent only for small details

Text must stand out from its background. The web accessibility guidelines (WCAG 2.2) ask for a contrast ratio of at least 4.5:1 for normal-sized text. Free contrast checkers online will tell you the ratio for any two colours.

07

Fonts

What this page is for. The typefaces that make everything recognisably yours, and the everyday ones to use when the brand fonts aren't installed.

Used for	Font and weight	Where it comes from and its licence
Headings		
Body text		
Word, email and anything without the brand fonts		
Heading size in documents e.g. 20 pt	Body text size in documents e.g. 11 pt	
Sample of the heading font	Sample of the body font	

08 Photos and images

What this page is for. Describes the pictures that look like you, and the ones that don't, so a new photo or post fits with the rest.

Our photos show

e.g. real jobs, our team and our premises, in natural light

We avoid

e.g. obvious stock photos, cluttered backgrounds, heavy filters

Before using a photo of a customer, their home or a member of staff

who asks for permission, and how it's recorded

Example photo

Example photo

Example photo

09 How we sound

What this page is for. How we write and speak, so a social post, an email and a quote all sound like the same business.

We are

But we're not

e.g. Friendly

Over-familiar

Words we use

Words we avoid

How we answer the phone

How we sign off an email

An example post, written our way

10 Putting it to use

What this page is for. Records what's already been decided for the things you use most, so nobody has to start from scratch.

Item	Logo version	Colours	Notes and supplier
Vans and vehicles			
Workwear			
Shop or site signs			
Business cards			
Email signature			
Quotes and invoices			
Social media profiles			
Website			

Photo or sketch of the van

Photo or sketch of the
workwear

Photo or sketch of the sign

11 Files, contacts and changes

What this page is for. Where everything is kept, who to call, and what has changed since the last version.

Files

What	Formats	Where it's kept
Logo files	SVG, PDF, PNG	
Fonts		
Templates		
Photos		

Contacts

Who	Name	Phone or email
Designer		
Printer		
Sign maker		
Website		

Changes

Version	Date	What changed
1.0		First version