



Brand Guidelines

Version 2.0

Created By Simply Digital Marketing

Note: the purpose of this document is to help you outline what to include in your brand guidelines. For maximum impact, it's recommended that you create a 'brochure style' PDF which present your guidelines in a professional and attractive way.

Here's a good example of what I mean:

http://www.easy.com/PDFs/easyGroup_Brand_Manual.pdf

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2. WHO ARE THE GUIDELINES FOR?

Are they for your employees, partners, agencies etc?

3. ABOUT YOUR BRAND

WHO WE ARE

About your company

WHAT WE DO

What do you do? Products, services etc.

4. VISION, MISSION, POSITION, VALUES & STRAPLINE

MISSION

Mission statement

VISION

Vision statement

POSITION

Your position in the market

VALUES

People	Brand

STRAP LINE

Strap line here

If need be, explain your strap line and its meaning – help your audience understand your brand.

5. VISUAL IDENTITY

LOGO

Standard

Greyscale

Whitewash

NAMING

Details about the brand names in your business e.g. company, products and services brand names go in here.

DO'S AND DON'TS

Outline some do's and don'ts for your branding. Whilst not all scenarios can be covered, it should give you a good indication of what is acceptable and what is not.

Correct	In correct

COLOURS

Enter specific colour details here - examples below:



For main logo

Dark blue: #0f78b2 / R:15 G:120



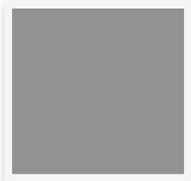
For main logo

Light blue: #2993d1 / R:41 G:147



For Grey Scale Logo

Dark grey: #656565 / R:101 G:101 B:101



For Grey Scale Logo

Light grey: #808080 / R:128 G:128

TYPE FACES

Detail which fonts can be used, when and where. Here's a few examples of what to include:

Helvetica Neue

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' " " "

Used in our marketing collateral

Arial Black Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' " " "

Used for all company documentation, communications; headlines and for highlighting key words and phrases

Arial Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' " " "

Used for all company documentation, communications; body text

THE FACES OF MARKETING

Examples of the types of images you use e.g. smiling professionals

6. LANGUAGE AND TONE

What sort of language and tone do you expect your employees to use?

7. SOCIAL MEDIA

Are there any specific do's and don'ts, language and tones to be used on Social Media sites when representing the brand.

8. COLLATERAL EXAMPLES

For reference purposes and to give this guide some context, you could put some marketing examples in here.