[Your brand name]

Brand guidelines

Version [1.0] · [Month Year] · Owner: [Name, job title]

How to use this template: replace everything in square brackets and every grey note, delete the sections you do not need, then save a PDF to share. Keep this Word file as your master so you can update it.

1. Our brand

Who we are and what we stand for, in a few short paragraphs.

- Purpose: [why we exist, in one sentence]
- Who we are for: [our audiences]
- What makes us different: [two or three points]
- Our values: [three to five words, each with one line]

2. Our logo

Show every version of the logo, when to use each one, and how not to use it.

- Primary logo: [insert image] for most uses
- Secondary or stacked logo: [insert image] for narrow spaces
- Single-colour and reversed (white) versions: [insert images]
- Clear space: keep a space equal to [the height of the X] around the logo
- Minimum size: [25 mm] in print, [120 px] wide on screen

Do not: stretch or squash it, change its colours, add effects or shadows, rotate it, or place it on a busy photo without enough contrast.

3. Colour

List every brand colour with its values for print and screen.

Colour name	HEX	RGB	CMYK	Pantone	Use for

Primary colours first, then secondary and accent colours. Say how much of each to use, for example 60% primary, 30% secondary, 10% accent.

4. Typography

The fonts we use, where to use them, and what to use if they are not installed.

Use	Font and weight	Size	Fallback font

For example: headlines, sub-headings, body text, captions. A fallback is the font to use when yours is not available, such as Arial.

5. Imagery

How our photography and illustration should look and feel.

- Photography style: [for example natural light, real people, not posed]
- Subjects to use: [ ]
- Subjects to avoid: [ ]
- Illustration and icon style: [line weight, colours, corners]

6. Graphic elements

Any shapes, patterns, frames or devices that make our layouts recognisable, with examples.

- [Insert examples and when to use them]

7. Tone of voice

How we sound in writing, so every message feels like it comes from the same place.

We are	We are not

Add one example sentence that sounds like you, and one that does not.

8. Writing style

The small rules that keep our words consistent.

- Spelling: [UK English]
- Numbers: [figures for 10 and above]
- Dates: [17 November 2026]
- Our name: [how to write it, and how not to]
- Boilerplate: [a short paragraph about us, ready to copy]

9. In use

Examples of the brand applied, so people can see what good looks like.

- Stationery: business cards, letterhead, compliment slips
- Digital: email signature, social media templates, website
- Presentations: PowerPoint or Keynote template
- Print and signage: brochures, banners, office signage
- Events: exhibition stands, pull-up banners

10. Accessibility

Checks that make our brand work for as many people as possible.

- Text and background colour pairs that pass WCAG AA contrast (4.5:1 for body text)
- Minimum text sizes for print and screen
- Alt text for images on the website and social media

11. Files and contacts

Where to find the assets, and who to ask.

- Logo files: [link], in SVG, EPS and PDF for print, PNG for screen
- Fonts: [link or licence details]
- Templates: [link]
- Questions and approvals: [name, email]

Template from Datum, a creative, print and digital agency in Hertfordshire. Need help creating or rolling out your brand?
datumcp.com · 01707 251222