



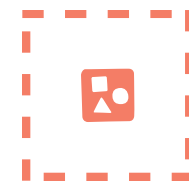
99designs

# Brand guide template

A few things to note:



This is an example guideline for a made up company called **ACME CO.**



Add your own **images** that capture the client's personality.



Update **text** and **colors** based on branding.

*Remove this page.*

99designs

# Your checklist

Have you completed everything?

☐ **Cover page**

Add the logo and a title.

☐ **Contents**

List all the pages.

☐ **About**

Company name, description, contact information and a photo.

☐ **Master logo**

Add the primary logo.

☐ **Logo variations**

Add any additional versions (colors, symbols, taglines).

☐ **Logo usage**

Spacing, min/max sizes.

☐ **Typography**

Add all fonts used.

☐ **Color palette**

Add color codes.

☐ **Brand application**

Business card, letterhead, Facebook cover... (if required)

☐ **Your contact details**

Update your contact information.

☐ **End page**

Add the logo and contact details.

☐ **Saving your file**

Remove template content, review everything, combine all pages to one PDF file. Upload!

*Remove this page.*



**Brand guidelines**

Contents



About	3
Master logo	4
Logo variations	5
Logo usage	6
Typography	7 - 8

Color palette	9
Brand application	10 - 12
Designer contact	13
Glossary	14 - 15



# ACME CO.

Describe the personality of the business.

 Edit description

rem ipsum dolor sit amet, consectetur  
efficitur augue vitae  
et elementum erat.

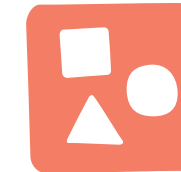
Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Proin tempus suscipit ipsum,  
nec facilisis nunc laoreet pharetra.

www.acmecompany.com.au

+613 911 5799

info@acmecompany.com.au

 Edit contact details



**Add an image which reflects the brand**

Request from your client or  
use a royalty free image.

## Master logo



## Logo variations



Grey

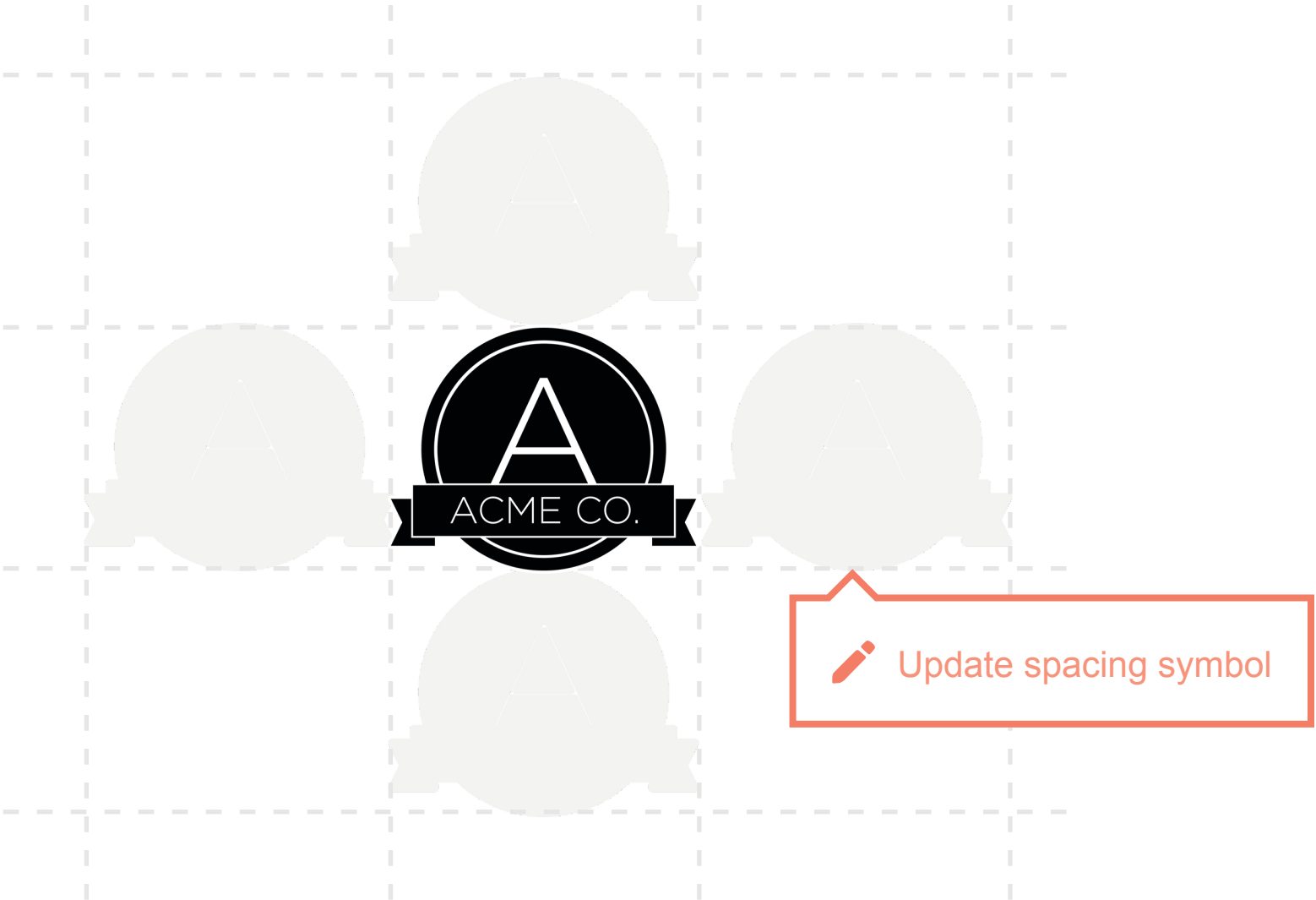


Blue



White





## Exclusion zones

Always allow a minimum space around the logo.



## Minimum width

The logo minimum width is 90px or 32mm.



## Maximum width

There is no maximum size defined for this logo.



# Typography

# Arial



Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+="':?><



Regular

Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.



Italic

*Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.*



Bold

**Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.**



TRAJAN PRO 

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ 

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+=":?><

Regular

SEMIOTICS AESTHETIC FREEGAN POUR-OVER JIANBING. ARTISAN BLOG RETRO NEUTRA. 

Bold

**SEMIOTICS AESTHETIC FREEGAN  
POUR-OVER JIANBING. ARTISAN BLOG** 

Brand guidelines

# Color


Primary

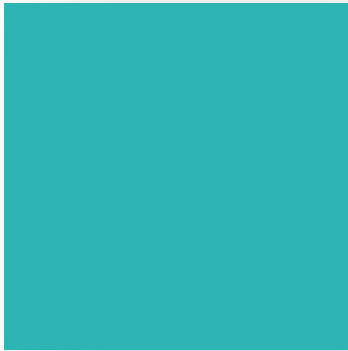


HEX 000000  
R0 G0 B0  
C30 M30 Y30 K100

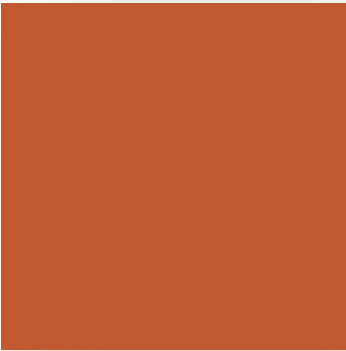


HEX CE283D  
R206 G40 B61  
C13 M98 Y78 K3

 Update colors



HEX 2EB5B4  
R46 G181 B180  
C72 M4 Y34 K0



HEX C85A34  
R199 G109 B54  
C18 M78 Y88 K17

 Update details

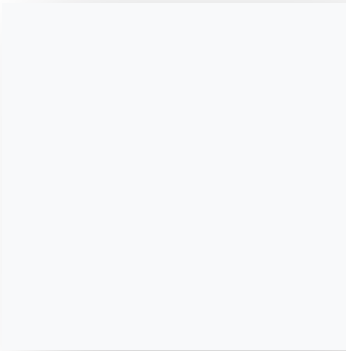
Secondary



HEX 999999  
R153 G153 B153  
C43 M35 Y35 K1



HEX D2D2D2  
R210 G210 B210  
C17 M13 Y13 K0




HEX F8F8F8  
R248 G248 B248  
C2 M1 Y1 K0

# Brand application



Business card


 Optional: include additional designs if you have already completed them for the client.



## Brand application

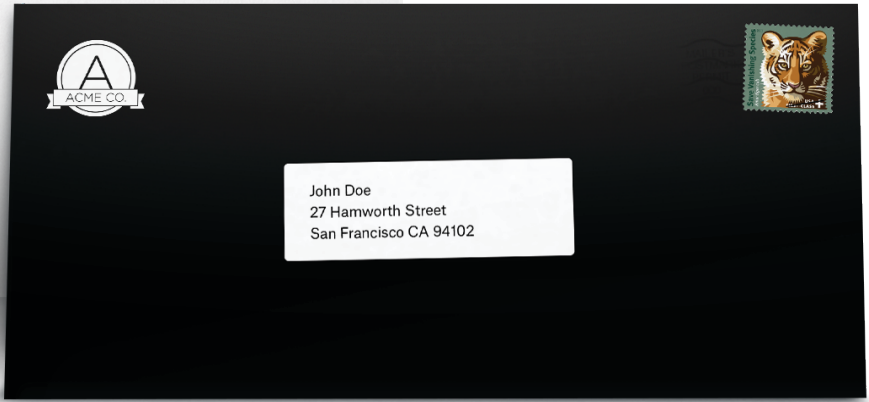
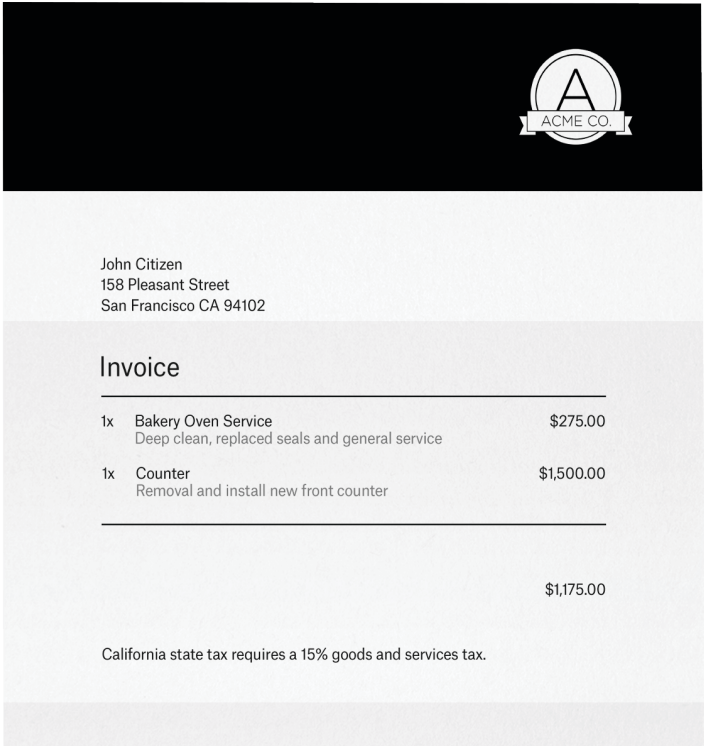


Facebook cover


 Optional: include additional designs if you have already completed them for the client.

Brand guidelines

# Brand application



Letterhead & Envelope

 Optional: include additional designs if you have already completed them for the client.



## Contact your designer



*Design by Valerie Vegan*



 Update your photo

**Valerie Vegan**

 Update name

**Contact me**

[www.99designs.com/profiles/valerievegan](http://www.99designs.com/profiles/valerievegan)

 Update details

**Experience skill set**

Logo design, Brand identity, Web/App design,  
Packaging design

 Update details

**Portfolio**

[www.99designs.com/profiles/valerievegan](http://www.99designs.com/profiles/valerievegan)

 Update details

# Glossary

## RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

## Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

## CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

## Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

## Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

## Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

# Glossary

## JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

## AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

## EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

## PDF

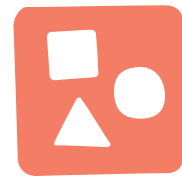
PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

## PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

## Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



## Add an image which reflects the brand

Request from your client or  
use a royalty free image.



## Brand guidelines

[www.acmecompany.com.au](http://www.acmecompany.com.au)

+613 911 5799

[info@acmecompany.com.au](mailto:info@acmecompany.com.au)



Update details