by BATHI

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.

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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.

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ACME CO.

Update the logo

Brand guidelines

Contents

Update list

About

ACME CO.

Describe the personality of the business.
amet, consectetur
efficitur augue vitae
t et elementum erat.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tempus suscipit ipsum, nec facilisis nunc laoreet pharetra.

Edit description

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

Update

Blue

Update

White

Update

Logo usage

Update spacing symbol

Exclusion zones

Always allow a minimum space around the logo.

Update

Minimum width

The logo minimum width is 90px or 32mm.

Update

Maximum width

There is no maximum size defined for this logo.

Typography

Arial

Update

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

1234567890!@#$%^&*()_+=”:?><

Update

Regular

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

Update

Italic

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

Update

Bold

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

Update

ACME CO.

Typography

TRAJAN PRO

Update

Headline font

ABCDEFGHIJKLMNOPQRSTUVW

ABCDEFGHIJKLMNOPQRSTUVW

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

Update

Regular

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

Update

Bold

SEMIOTICS AESTHETIC FREEGAN POUR-OVER JIANBING. ARTISAN BLOG

Update

Color

Update colors

Primary

HEX 000000
R0 G0 B0
C30 M30 Y30 K100

HEX 2EB5B4
R46 G181 B180
C72 M4 Y34 K0

[illegible]
Update details
[illegible]

HEX CE283D
R206 G40 B61
C13 M98 Y78 K3

HEX FFFFFF
R255 G255 B255
C0 M0 Y0 K0

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

ACME CO.

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 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

Update details

Experience skill set

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

Update details

Portfolio

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.

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.

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

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.

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.

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.

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.

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.

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).

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.

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.

ACME CO.

Brand guidelines

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Update details