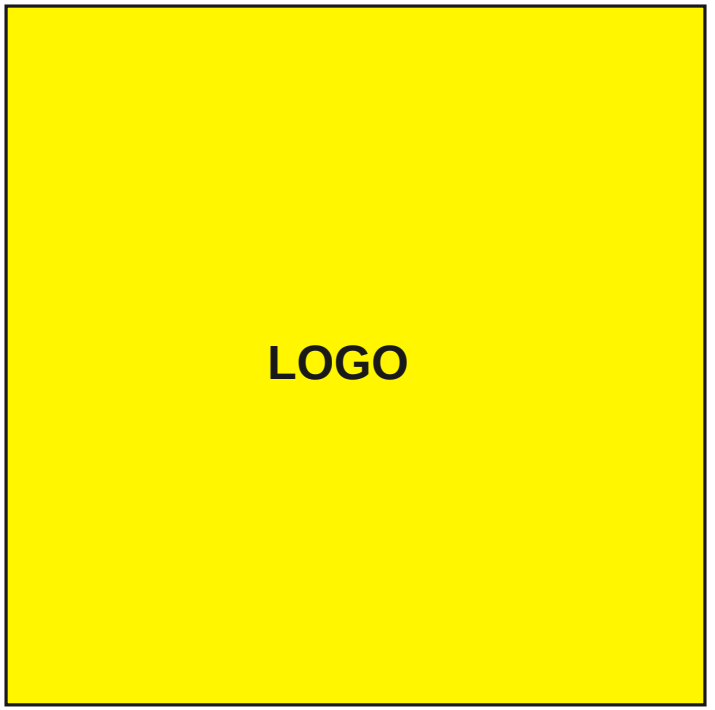
VERSION 1.0 / [MONTH YEAR]

Brand Guidelines

[Your brand name]



Free brand guidelines template by Jakaria Mahmud, brand identity designer

www.jakaria.design/brand-guidelines-template

START HERE

How to use this template

1. Replace every [placeholder] with your own brand details.
2. Keep each answer short. One clear sentence beats a paragraph.
3. Add your real logo files, colour codes and fonts on pages 6 to 9.
4. Delete the pages you do not need yet.
5. Export as PDF and share it with your team, designers and suppliers.
6. Review it once a year, or when the brand changes.

Tip

Brand guidelines are only useful if people read them. Aim for 12 to 20 pages, with examples instead of long rules.

WHO WE ARE

Brand story

Mission

Why does the brand exist? What do you do, for whom, and why does it matter? Write one sentence.

Vision

Where is the brand going? Describe the change you want to see in five to ten years.

Values

Three to five values, each with one line on how it shows up in your work.

WHY US

Positioning and audience

POSITIONING STATEMENT

For [audience] who [need or problem], [Brand] is the [category] that [main benefit], because [proof or reason to believe].

Who they are

Role, company type, market and size.

What they need

The problem they want solved and how they judge options.

Where they find us

Search, referrals, social channels and events.

HOW WE SOUND

Tone of voice

[Voice trait 1]

WE ARE

WE ARE NOT

[Voice trait 2]

WE ARE

WE ARE NOT

[Voice trait 3]

WE ARE

WE ARE NOT

Do

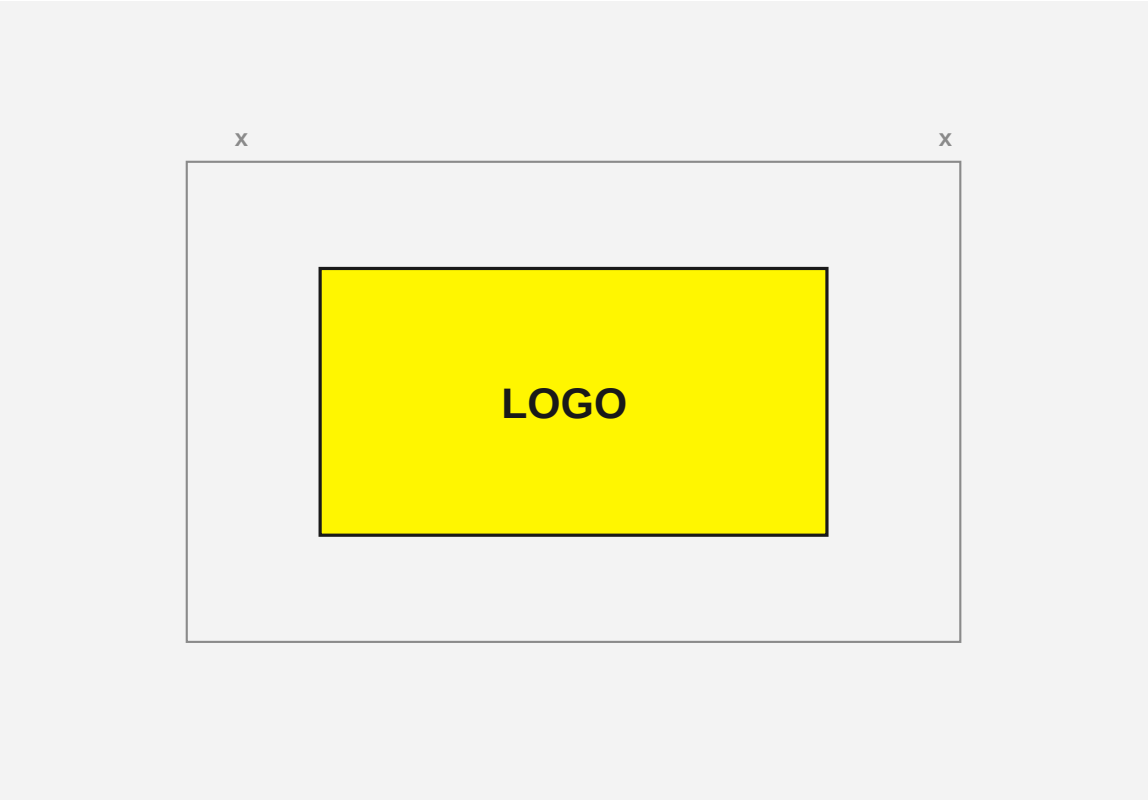
Write an example sentence in your brand voice, such as a headline or a reply to a customer.

Do not

Write the same sentence the way your brand should never sound.

PRIMARY LOGO AND CLEAR SPACE

Logo



LOGO

Primary

[When to use it]

LOGO

Reversed

[When to use it]

LOGO

One colour

[When to use it]

Clear space

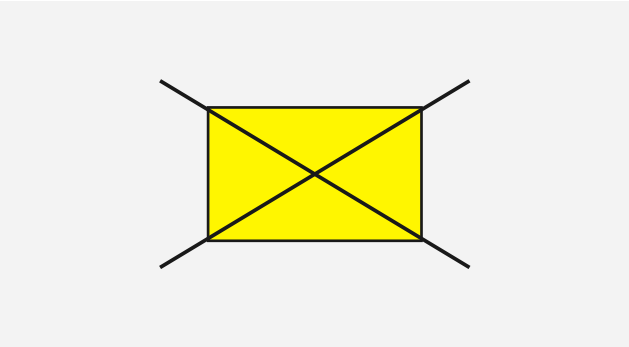
Keep space equal to x on every side. x = [height of a letter or symbol].

Minimum size

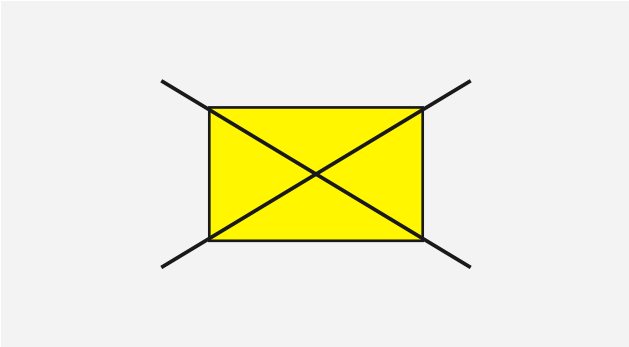
Print [25 mm] wide / Screen [120 px] wide

DO NOT

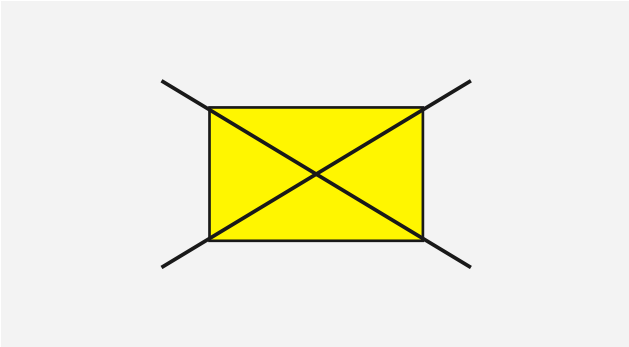
Logo misuse



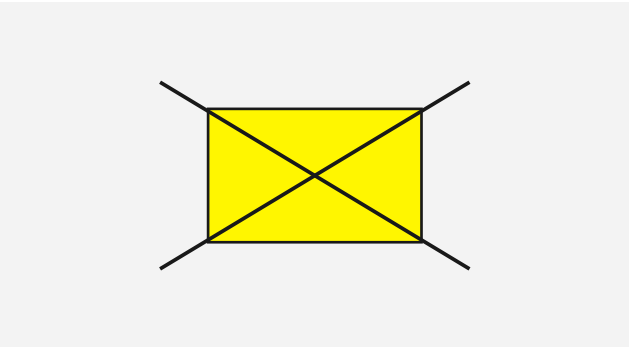
Do not stretch or squash



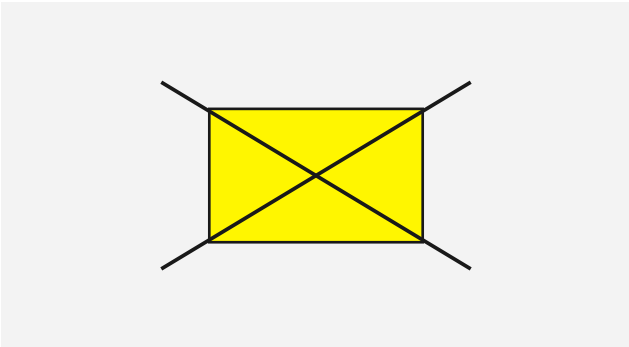
Do not rotate



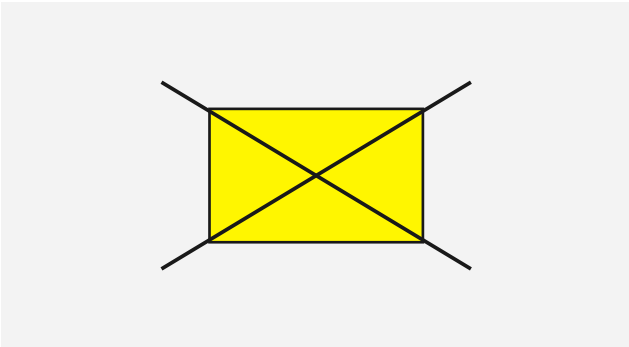
Do not change the colours



Do not add shadows or effects



Do not place on busy images



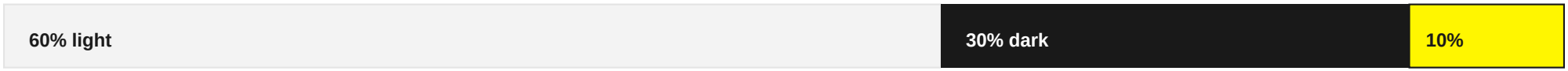
Do not change the font

PALETTE

Colour

[Primary name]	[Dark name]	[Neutral name]	[Light name]
HEX #_____	**HEX #_____**	**HEX #_____**	**HEX #_____**
RGB ___ / ___ / ___	RGB ___ / ___ / ___	RGB ___ / ___ / ___	RGB ___ / ___ / ___
CMYK __ / __ / __ / __	CMYK __ / __ / __ / __	CMYK __ / __ / __ / __	CMYK __ / __ / __ / __
Pantone _____	Pantone _____	Pantone _____	Pantone _____

Usage ratio



TYPEFACES AND SCALE

Typography

Aa

Heading: [Typeface name]

Body: [Typeface name]

ABCDEFGHIJKLM abcdefghijklm 0123456789

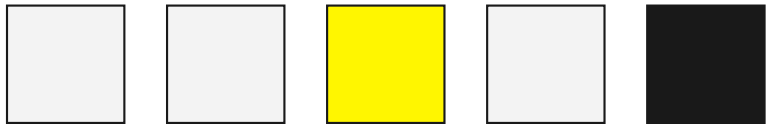
H1	Big headline	40 / 48
H2	Section title	28 / 36
H3	Card title	20 / 28
BODY	Body text for paragraphs	16 / 24
CAPTION	Caption and labels	12 / 16

STYLE

Imagery and graphic elements

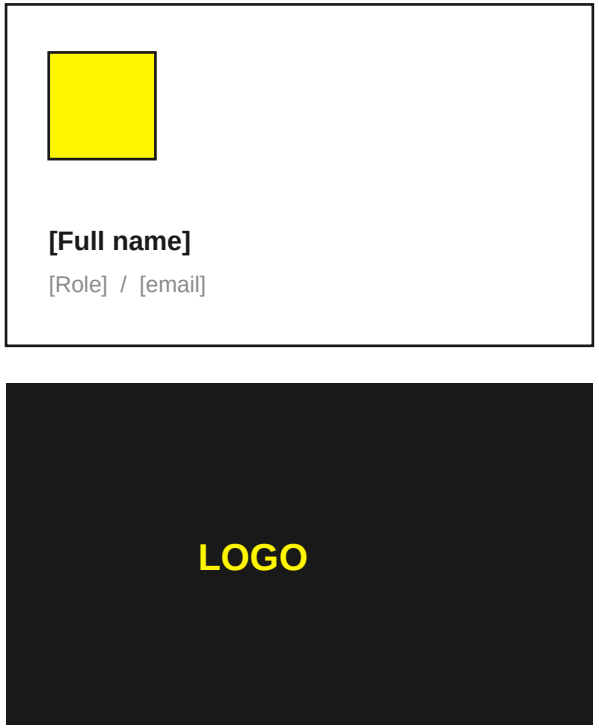
Photography: describe light, colour, subjects and composition. Show three examples that fit the brand and one that does not.

Graphic elements: shapes, patterns, icons and illustrations, with rules for size, colour and spacing.

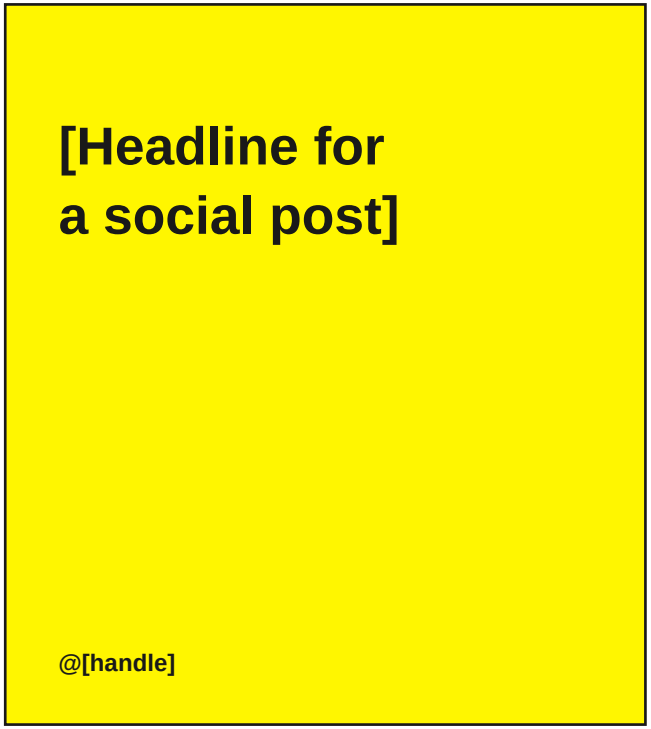


THE BRAND IN USE

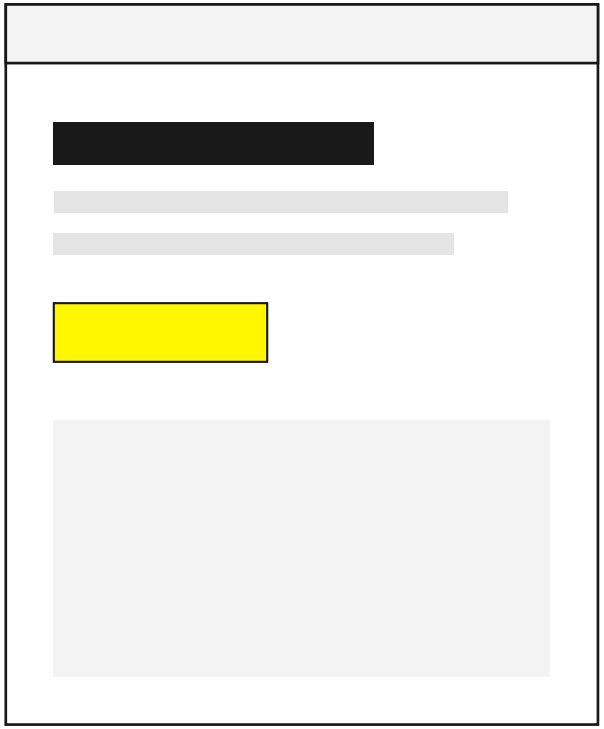
Applications



Business card



Social post



Website

BEFORE YOU SHARE IT

Checklist and next steps

- [ ] Logo files in SVG, PNG and PDF, in colour, black and white
- [ ] Colour codes checked on screen and in print
- [ ] Fonts licensed for web, print and apps
- [ ] Tone of voice examples written by the team
- [ ] Templates for cards, social posts, decks and email signatures
- [ ] One owner who keeps the guidelines up to date

NEED A HAND?

Want brand guidelines designed for you, or a stronger identity to put in them?

Book a free 30 minute call:
cal.com/jakaria-mahmud/30min

Editable Figma version:
jakaria9975@gmail.com

www.jakaria.design