



Elements of a Brand Style Guide

Your brand style guide is a tool you can use to ensure a consistent and professional look to all of your branded materials and even your online presence. It's a collection of all the "do's" and "don'ts" of your brand that you can quickly access when you need to answer a question or provide information to a vendor. Take the time to create a Brand Style Guide for your company now - before you need it! It will save you time and money by avoiding hours of searching and revisions on projects.

Your Brand Style Guide should include:

☐ Logos

Visuals and descriptions of all logo variations available

- ☐ primary and secondary logos
- ☐ horizontal vs. vertical layouts
- ☐ logo icon with and without text
- ☐ Purposes of each logo variation, if applicable
- ☐ Size and placement restrictions of logo

☐ Color Palette

- ☐ suggested use for colors in various applications (Hex values, CMYK, RGB and PMS colors)
- ☐ suggested website background, text and link colors

☐ Fonts

- ☐ suggested use in header and body text
- ☐ suggested use in print documents and web
- ☐ suggested spacing and kerning of text

☐ Image Library

- ☐ stock imagery
- ☐ team member photos
- ☐ product images
- ☐ special images created for online banners or social media profiles

☐ Copy

- ☐ Tagline(s)
- ☐ Boiler Plate Copy - bios and company description in 50 word, 75 word and 100 word versions



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Examples

LOGO & STYLE BOOK: Jeff Street 5 Layouts of the logo: name logo, name logo with slogan, 5 elements circle logo (embellished, with and without destiny text)
There are 8 color variations for most layout options: full color, 1-color (black), inverted (white)

FULL COLOR - use this variation as the standard, use whenever possible	WHITE/INVERTED - to be used on dark backgrounds	BLACK/1 COLOR - use for 1 color printing and documents that are often faxed or copied	ADDITIONAL VARIATIONS five elements logo without destiny wording, to be used for small logos (available in color & black/white)
			also available in white/inverted

redorange DESIGN
For more information, contact
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Fonts
"jeff"
galant
"street"
arial black
slogan
GALANT

Colors
Yellow CMYK: 2, 6, 89, 0
RGB: 254, 228, 52
Light Gold CMYK: 14, 30, 92, 0
RGB: 221, 175, 56
Dark Gold CMYK: 23, 40, 100, 3
RGB: 194, 148, 45
Brown CMYK: 32, 75, 92, 31
RGB: 134, 69, 38
Brown Gradient
Yellow Gradient

LOGO & STYLE BOOK: FIMR/HIV National Resource Center Logo - CityMatch

There are 3 layouts of the logo available: image alone, horizontal image+text, and condensed image+text.
There are 3 color variations for each layout option: solid red, solid black and gradient two-color.

Fonts
"FIMR/HIV Prev..." - Arial Regular
"National Resource Center" - Trajan Pro

Colors
Red: (used as primary red color)
..... CMYK: 0, 83, 74, 0
..... RGB: 239, 55, 68
Dark Red (used as a secondary color or shadow and for gradients)
..... CMYK: 19, 100, 100, 12
..... RGB: 181, 31, 36
Solid Red Pantone Suggestion: PMS 199 (Coated or Uncoated)

OTHER GRAPHICAL SUGGESTIONS
• Recommended background color for website: white, with the consideration of subtle light grey gradient or patterned background
• Navigational buttons have red gradient background, with lighter red on top.
• Clean design. Main color scheme red, black and grey. Bring splashes of color in with bright color stock photos.
• Use the woman's pregnant profile from the logo enlarged, faded and cropped as a graphical element.
• Use secondary darker red as text link hover color
• When adding "Located at CityMatch" use same font and spacing as "FIMR..."
Suggested colors: dark grey or the CityMatch blue
LOCATED AT CITYMATCH

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LOGO & BRANDING STYLE GUIDE: SAL'S PIZZA AND ITALIAN RESTAURANT
There are 4 color variations for most layout options: full color, 1-color (black), inverted (white), and grayscale

FULL COLOR - use this variation as the standard, use whenever possible	WHITE/INVERTED - to be used on dark backgrounds	GRAYSCALE - use for 1 color printing and documents that are often faxed or copied	BLACK/1 COLOR - use for 1 color printing and documents that are often faxed or copied, and embroidery

ADDITIONAL ELEMENTS
Use the Sal's typography for very small elements (like pens/pencils) where you would like to place or repeat your branding

Fonts
"Sal's"
Adios
"pizza & italian restaurant"
Angostura

Colors
Lime Green CMYK: 29, 0, 78, 0
RGB: 201, 215, 84
Green CMYK: 69, 7, 100, 0
RGB: 90, 167, 50
Red CMYK: 0, 100, 100, 0
RGB: 227, 6, 19
Gradient1 Red (above) to Darker Red
..... CMYK: 17, 100, 100, 9
RGB: 189, 24, 24 (dark red on bottom)
Gradient2 White to Tan
..... CMYK: 25, 25, 40, 0
RGB: 203, 197, 180 (tan on bottom)

GRAPHIC SUGGESTIONS
Use the tan gradient as background color for menu, website, etc.
Use Italy outline as a watermark for menu, website, etc.
Use red and green as header colors
Use Angostura font as header font for documents
Use Adios font in only large formats for text you want to highlight
Use the red gradient as a background for text you want to highlight
Consider should not be pulled out of logo and used as a graphic element, to maintain branding integrity

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