

# Brand Guidelines

BRAND NAME, 2024



**About the brand**

# Brand name

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Write a little bit about your brand's identity. Describe to others who you are and what presence you want your brand to have.

How would you like your brand to present itself? What message are you trying to communicate with these guidelines?

# Our mission

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What is your mission as a business? This statement should be simple and clear. It should describe clearly what you do, how you do it and who you do it for.

# Our vision

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What vision does your business have? What is your ultimate goal? What do you hope to achieve with your business?



# Our values

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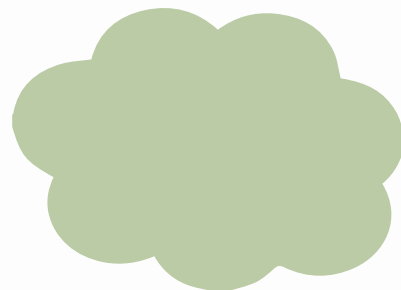
● INSERT NORTH STAR VALUE



Value 1



Value 2



Value 3



Value 4

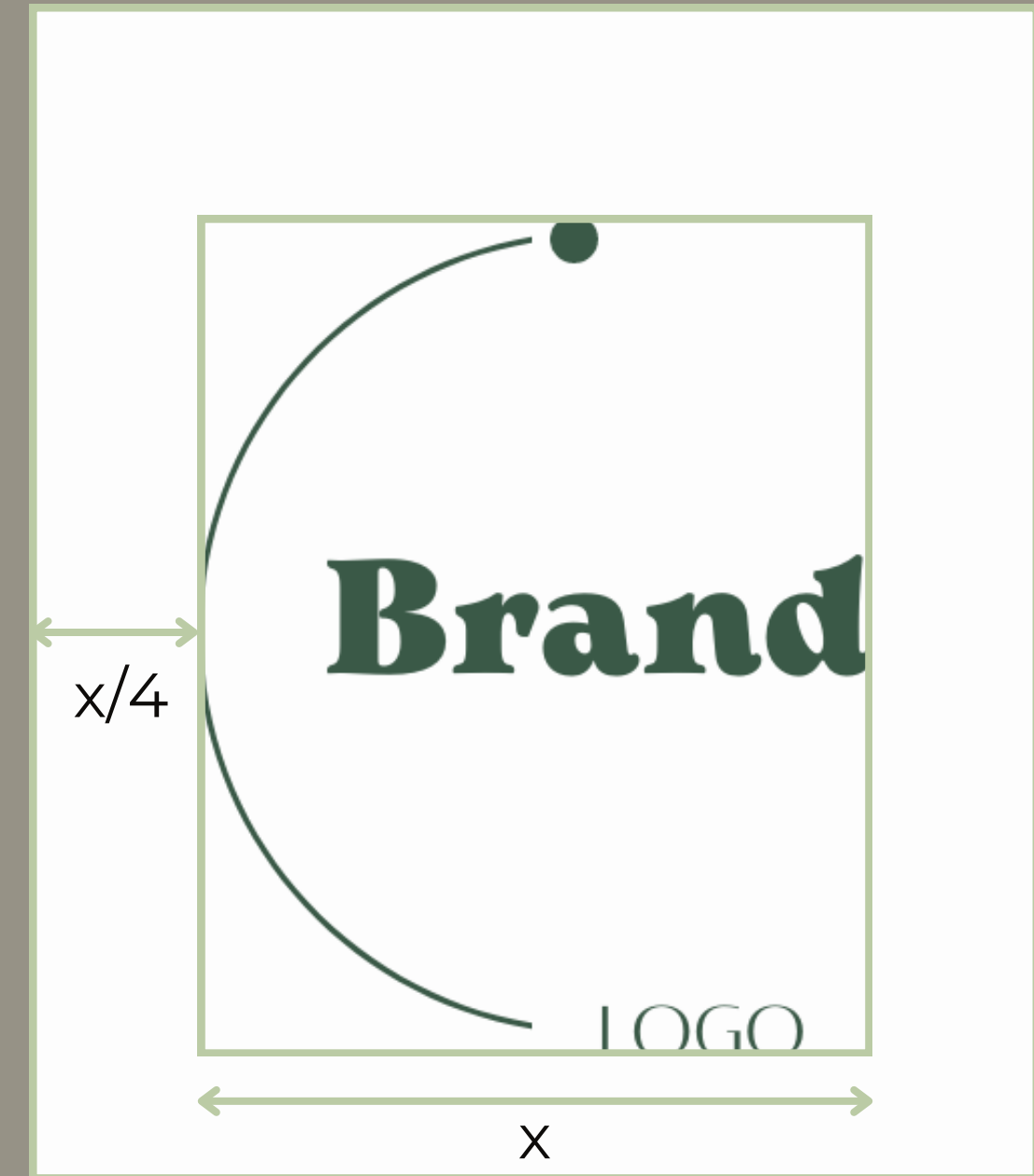
Logo

# Full logo

Write about the origin of your logo, what it symbolizes and what how it relates to your brand & business.

Describe this in an inspiring way, making sure you englobe the right tone of voice depending on what you want to transmit (should it be funny, dreamy, enigmatic, bold, ...?)

## MARGINS





# Logo variations

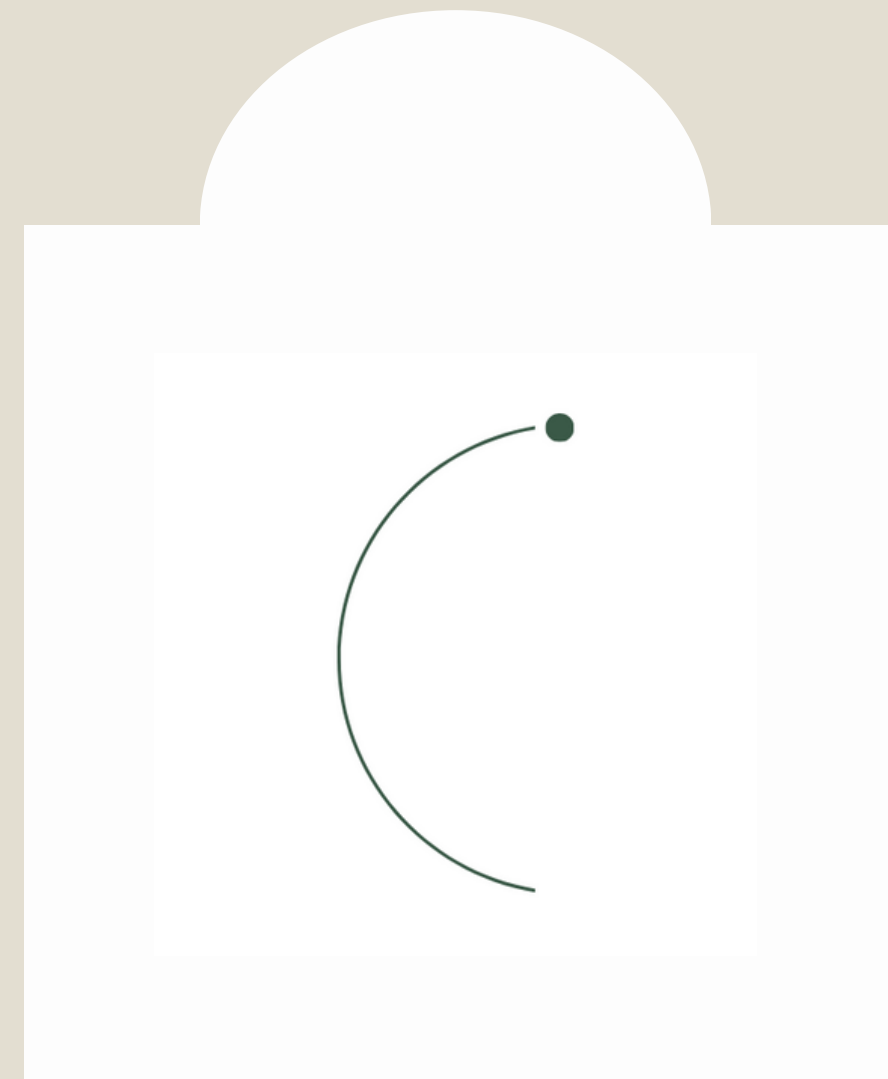
VERTICAL

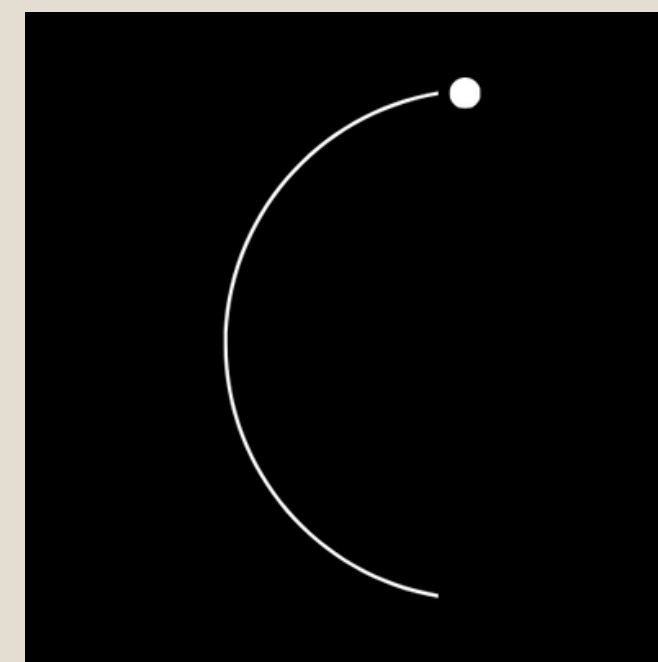
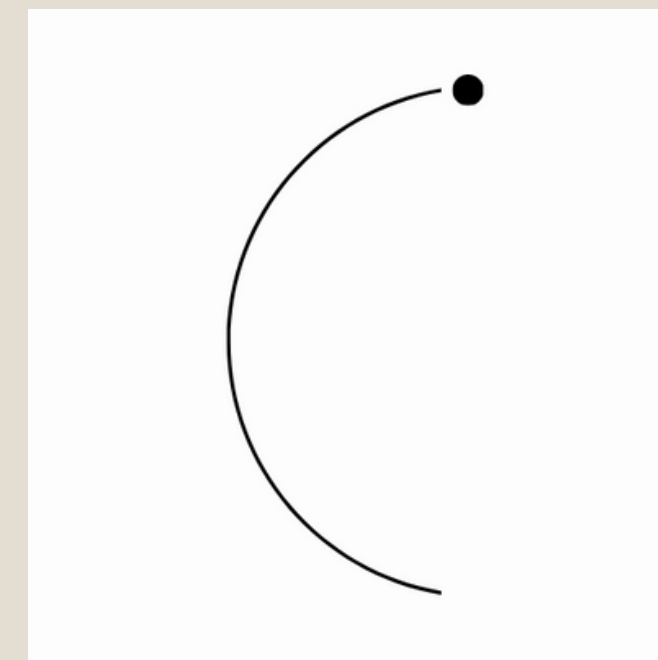
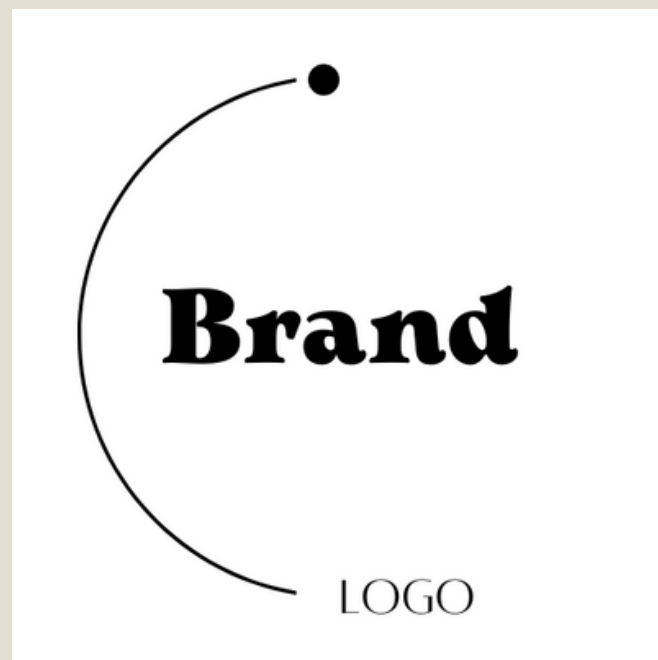


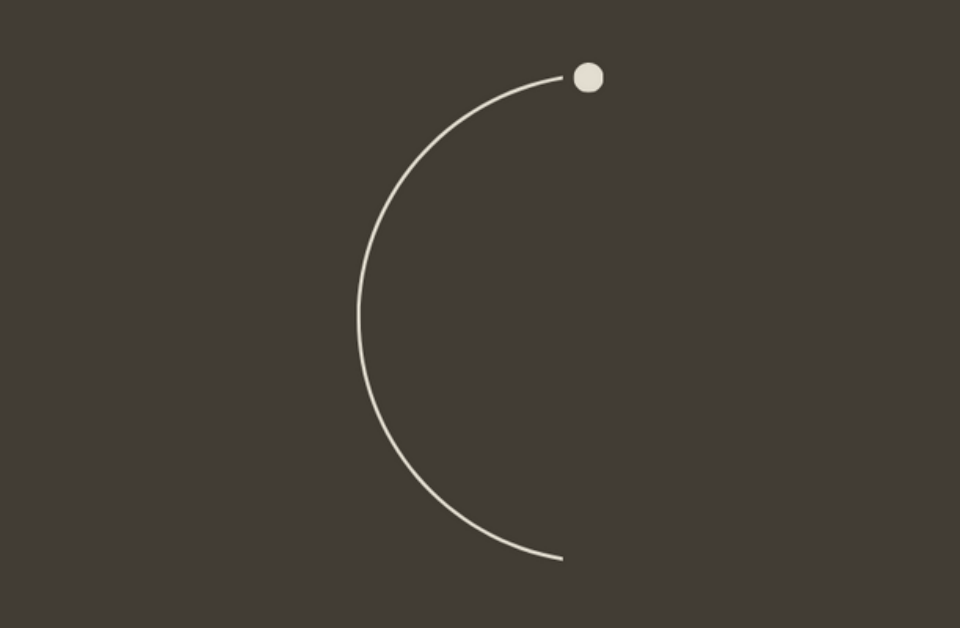
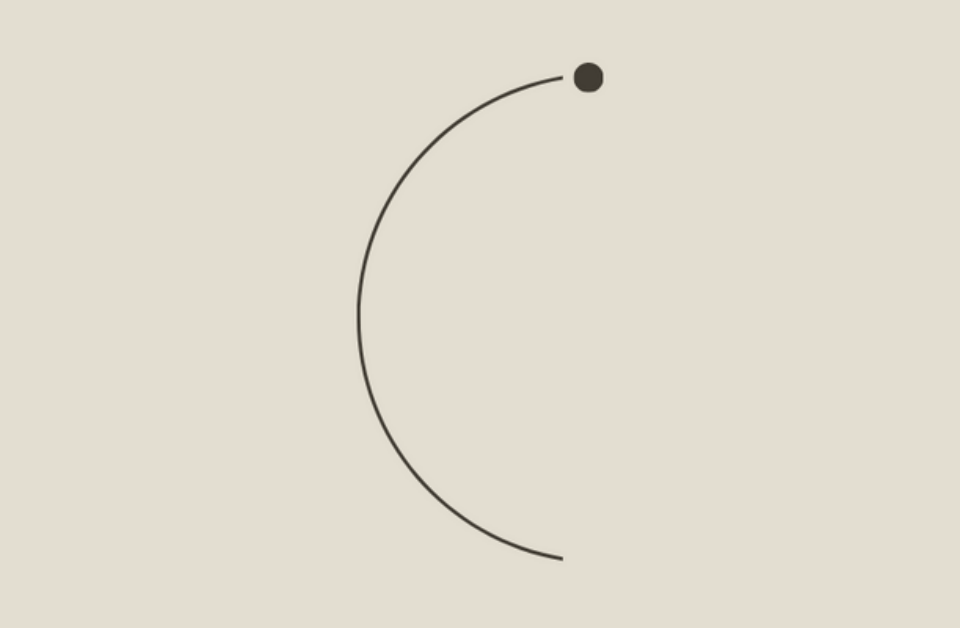
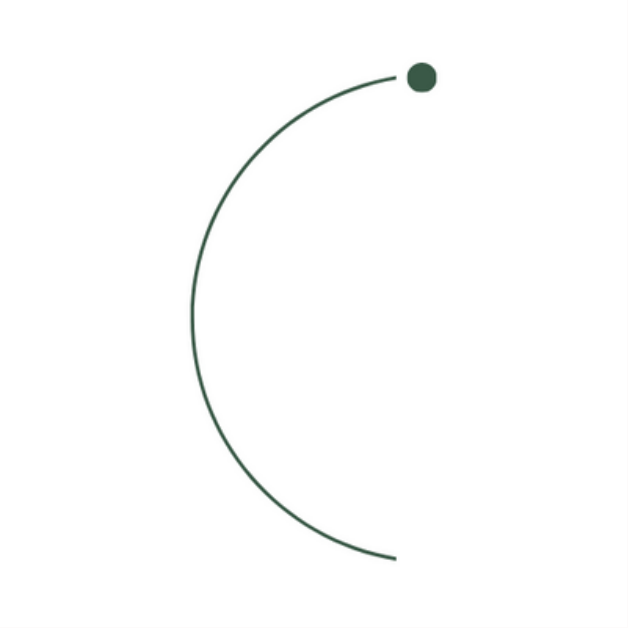
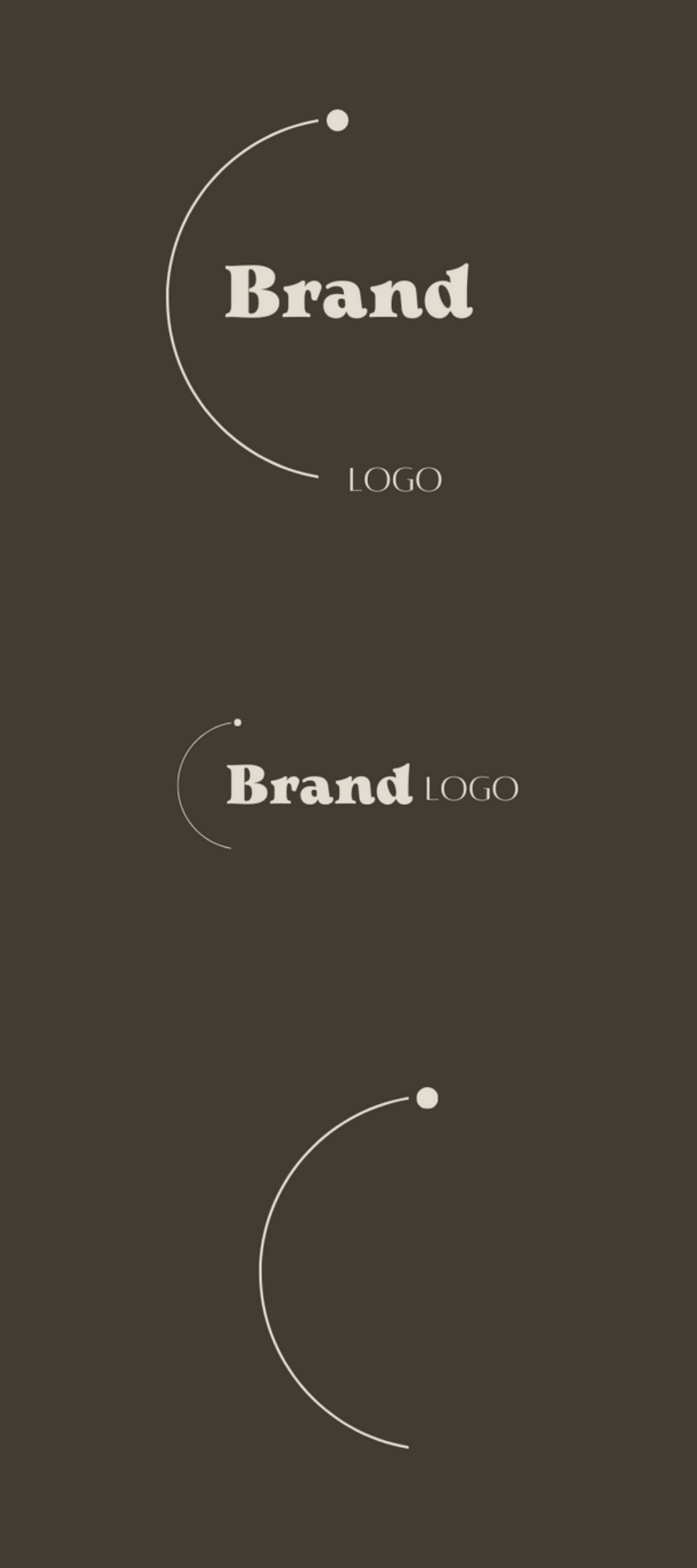
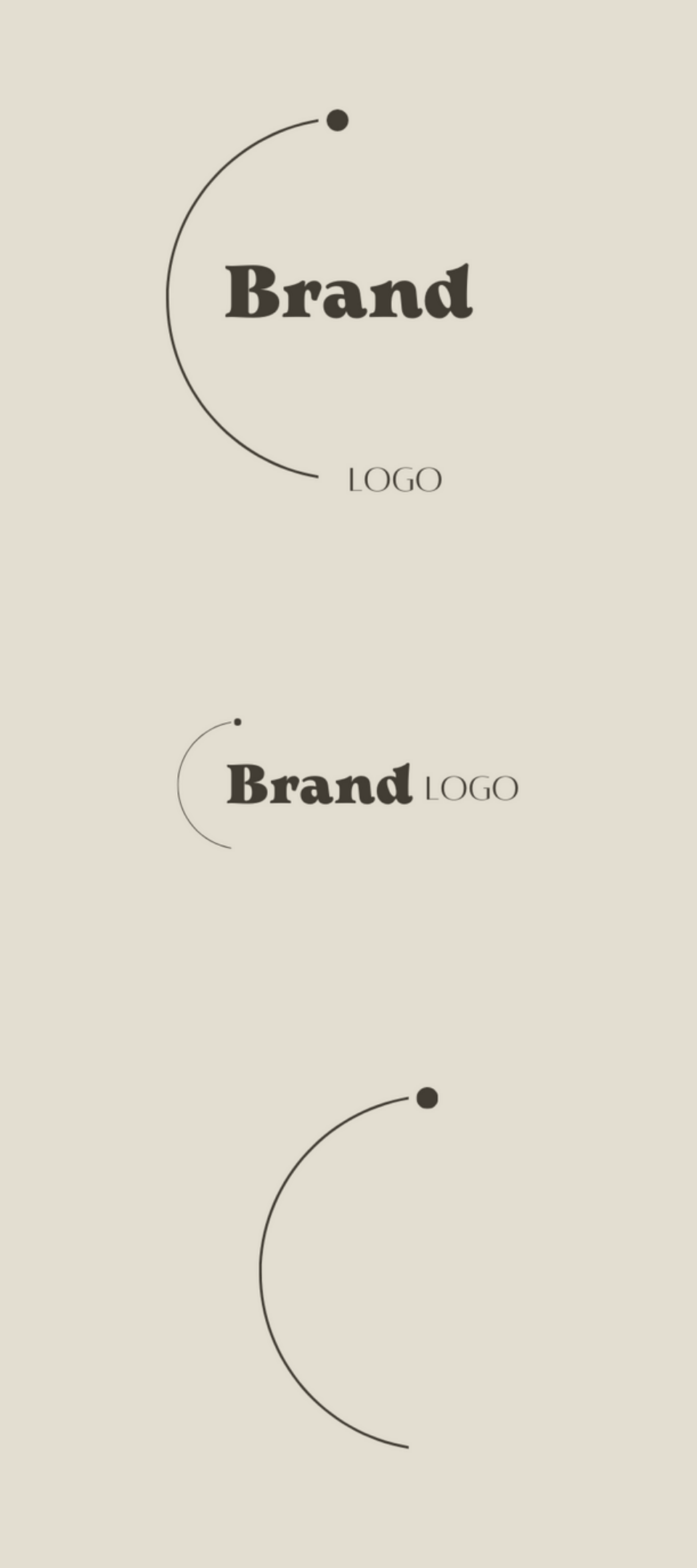
HORIZONTAL



BRANDMARK

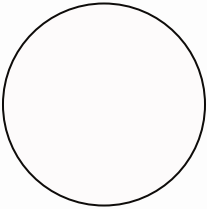
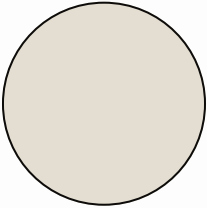
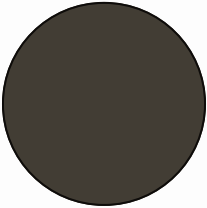
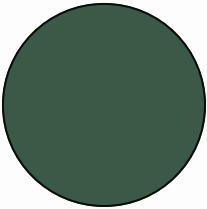




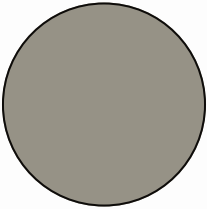
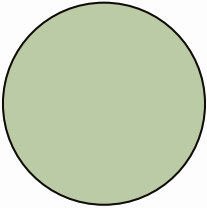


# Colors

# Main Palette

|                    |                                                                                     |                                   |
|--------------------|-------------------------------------------------------------------------------------|-----------------------------------|
| SIGNATURE<br>WHITE |    | RGB code<br>CMYK code<br>HEX code |
| NEUTRAL<br>NUDE    |   | RGB code<br>CMYK code<br>HEX code |
| DARK<br>BROWN      |  | RGB code<br>CMYK code<br>HEX code |
| NATURE<br>GREEN    |  | RGB code<br>CMYK code<br>HEX code |

# Secondary

|                                                                            |                                                                                      |  |
|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--|
| SIMPLY<br>GRAY                                                             |   |  |
| LIGHT<br>GREEN                                                             |  |  |
| Insert here in what circumstances your secondary colors should be used in. |                                                                                      |  |



**Typography**

# Heading 1

## Heading 2

### HEADING 3

#### HEADING 4

Paragraph 1

Paragraph 2

# Fonts

## HEADING 1 & 2

Insert font name

## HEADING 3 & 4

Insert font name

## PARAGRAPHS

Insert font name

**Thank you!**