# Brand Guidelines

**Purpose:** This document outlines the standards and best practices for using and representing the {brandName} brand. It includes rules for logo usage, color palettes, typography, and brand voice to ensure consistency across all channels and materials.

## 1. Logo Usage

The logo is the most visible representation of the {brandName} brand. Use it consistently and correctly.

### Approved Logos

{#approvedLogos}

* **{logoType}:***{description}* – File: {fileName}

{/approvedLogos}

### Clear Space and Minimum Size

Logo clear space and minimum size requirements help maintain legibility and visual impact.

* **Clear space:** {logoClearSpace}
* **Minimum size:** {logoMinSize}

### Incorrect Usage

Do not distort, recolor, or add effects to the logo. Refer to the do-not-use guide below:

{#incorrectUsage}

* **{example}**: *{reason}*

{/incorrectUsage}

## 2. Color Palette

These are the core colors that make up the {brandName} identity.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **HEX** | **RGB** | **CMYK** | **Usage** |
| {#colors}{colorName} | {hex} | {rgb} | {cmyk} | {usage}{/colors} |

## 3. Typography

Fonts play a critical role in communicating the brand’s tone and professionalism.

### Primary Typeface

**{primaryFont}** — used for titles, headings, and main content.

### Secondary Typeface

**{secondaryFont}** — used for accents and highlights.

{#fontUsageNotes}

* **{noteTitle}:** {noteDetail}

{/fontUsageNotes}

## 4. Tone of Voice

The voice of the {brandName} brand should be consistent across all written communication.

### Core Tone Attributes

{#toneAttributes}

* **{attribute}:***{definition}*

{/toneAttributes}

### Do's and Don'ts

|  |  |
| --- | --- |
| **Do** | **Don't** |
| {#toneExamples}{do} | {dont}{/toneExamples} |

## 5. Imagery Guidelines

Select visuals that reflect the {brandName} values and resonate with the audience.

### Photography Style

**{photoStyle}** — Describe characteristics such as lighting, composition, and subjects.

### Image Usage Examples

{#imageExamples}

* **{imageTitle}:** {imageDescription}

{/imageExamples}

## 6. Contact & Rights

For questions or permission requests regarding brand usage, contact **{brandContactPerson}** at {brandContactEmail}.

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