Sample TOC:
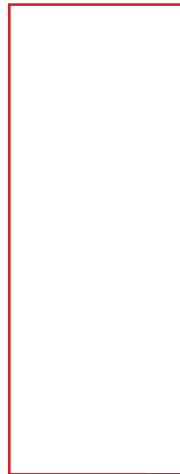
Sometimes these sections are called The toolkit or Kit of Parts. It's all the supporting elements that make the brand.

Brand guidelines often include:

Table of Contents Page:
Your document will most likely have sections and will need a TOC and a visual system for navigating through those sections.

Introduction: Sometimes this is a letter from the CEO, or it's an short overview of company, including history and audience.

Character Traits & Mission: This can also be called company spirit, company personality, company character, company values, company brand pillars, company vision, company values, what we do: This is your company character traits and your mission statement.

Sometimes these sections are combined into one well-written, concise section (titled something like: Our Purpose or Mission Statement).

Brand Positioning:
What makes your company different within the market place. This is your positioning statement and your brand attributes.

Brand Promise:
Outward facing values/intention statement. We believe this so we do that.

Brand guidelines often include:

Table of Contents Page:
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The Big Idea:
Concept

The toolkit:
Logo
Logo Clear Space
What is acceptable/not acceptable for the logo

Tone of Voice & writing style
Colors (for all media channels)
Typography
Photographic style
Graphics, illustrations, textures & patterns

Applications — Samples may include:
Signage, billboards, outdoor advertising
Advertising
Stationery, Print Collateral
Screen based media, video
Environmental
Merchandise
Social Media
Cultural or Behavioral directions for staff training.

The Toolkit or Kit of Parts:

Logo:
1. Preferred Lockup *(e.g. Vertically Stacked or Horizontal)*, Secondary Lock Up and or Responsive Logo *(the number of variations depends on client needs)*

2. Four color process—CMYK, Spot Colors *(Coated/Uncoated)*, RGB/HEX, Grey Scale

Logo Clear Space:
1. Usually you take an easily repeatable aspect of the logo and use it as the dimension of clear space needed around the logo when the logo is used.

2. Make sure you don't break your own rules in #1 within your design deliverables/touch points.

Size Limitations:
1. All logos have size limitations that you have to specify. e.g. what is the smallest size you are willing to let someone make the logo *(usually it's around an 1" horizontal and perhaps around 1/2" vertical)* and/or what is the smallest size the logo can go before it should become responsive *(even in the print space).*

2. In terms of minimum size, you want to make sure everything is still readable in the mark and in the typography: counters are not plugged up, lines are not unintentionally merging, thin lines are not getting blown out, etc.

What is acceptable/not acceptable for the logo

1. Often times these are pretty standard but it's a good time to think about all the ways someone can mess with your design *(in a way that you wouldn't want them to)* and then tell them that it's not acceptable to do that.

2. Here are some common logo don'ts:

- Don't change the color of the typography or artwork

- Don't alter the typography or switch out the typeface

- Don't add any visual effects, drop shadows, or strokes

- Don't rotate, stretch, manipulate any aspect of the logo

- Don't reposition any elements of the logo

- Don't put it over a pattern, texture, type, or image

- Use only the electronic artwork files of the approved logo variations when appropriate

Tone of Voice & writing style

1. Describe what the tone of voice is like and what it is not, show a few samples

2. For our brand books in class, you can talk about this in broad strokes *(we're not expected to be writers for this portfolio project)*. You can write things like, "strive to use language that sounds conversational and friendly", "the language should not feel academic, corporate and/or formal". "Stay away from clichés", "Don't sound like you are slick/trying to sell something" "Keep it simple, straight forward, and clear", etc

Typography

1. Showcase the typefaces you use at various sizes, weights, and styles that are used in your brand. Talk in broad strokes about the typography. e.g. "There's a variety of weights an styles which allow for flexibility in the design". "It's a round, friendly typeface that is legible at all sizes" "It's a classic typeface which can be used in many situations." "This typefaces supports many different languages." etc.

2. Showcase how your typefaces pair together *(headlines with the body text)*. You may choose to show your text in the colors you used in the brand to show the effect of the text/ color together.

Photographic style

1. Talk in broad strokes about the photographic style. e.g. "Our photography style is light, airy and natural. We use natural light whenever possible". "Light is used as an active element in our photography, sometimes to the point of slight overexposure." "Avoid unnatural angles, never rotate the camera to an angle other than 90 degrees." "Use candid style portraiture whenever possible. The subject matter should look natural and comfortable in front of the camera." "Our photography can be broken down into subject categories: X, Y, & Z." "Primary photos should be cropped so that the subject matter is asymmetrical in the frame.""Primary photos should be black & white *(or duotone)* or have a halftone pattern or are grainy as if shot by film *(if you have these techniques, it's best practice to include how to make these techniques so that you control the look once the brand leaves your hands and also to help the next designer out as to how to recreate the brand look)*

2. Showcase samples of your photographic style(s) to illustrate #1

Color:

1. Showcase samples of your color in the proportions that they are used. Designate CMYK, RGB/Hex, & Spot Colors for both Coated and Uncoated Paper Stock.

Graphics, icons, illustrations, textures & patterns

1. Talk in broad strokes about graphics, illustrations, icons, illustrations,textures & patterns. e.g. "The icons are simplified for clarity and unified by their monoline strokes.", "The illustrations have broad, flat fields of color with overlaid textures to make them more rustic.","The patterns are used in conjunction with imagery as an overlay to add layers to the design."

All of your descriptions in the tool kit area should help the client and future designers understand the "ingredients that make the recipe" and more importantly what are the acceptable rules/guideline for using each ingredient.