

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.

Company values. This can also be called company spirit, company personality, company character, company brand pillars, company vision, company values, company promise: This is your company character and your brand promise.

Brand Positioning:

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

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

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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.

Sample TOC:

I. Our Purpose

II. Our Positioning

III. Our Core Identity

IV. Our Color Palette

V. Our Typography

VI. Our Imagery

VII. Our Voice

VIII. How It's Applied