

Brand Guidelines

The Complete Guide

Preface



This brand guideline template is crafted to assist individuals and teams embarking on the development of a comprehensive brand guideline for a business.

It's important to note that this document is not intended to be a rigid set of rules but rather a guiding resource. Consider it a toolkit providing a foundation for creating a brand guideline tailored to your specific needs. Feel free to select and adapt sections from this document based on what aligns best with your brand and your unique approach.

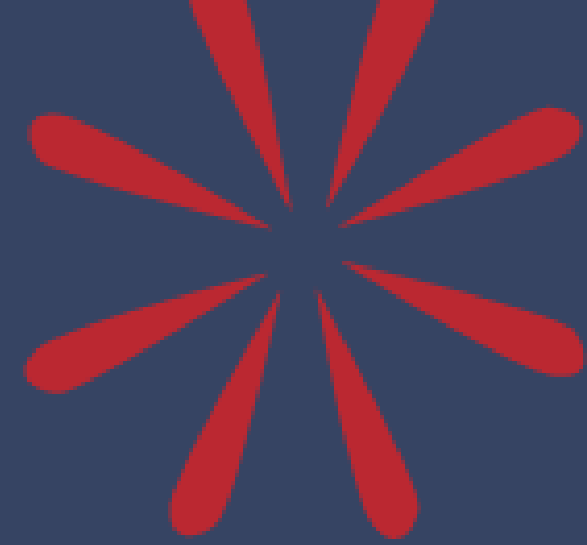
This template aims to streamline your brand guideline creation process by presenting a detailed and extensive overview of the various sections involved. Each section is accompanied by four to five examples illustrating how different brands have approached it.

By utilizing this document, you can save your valuable time, referring to it as a comprehensive reference whenever needed. **Here is a list of sections a brand guideline can/should cover based on the brand and the requirements.**

Let's dive in!

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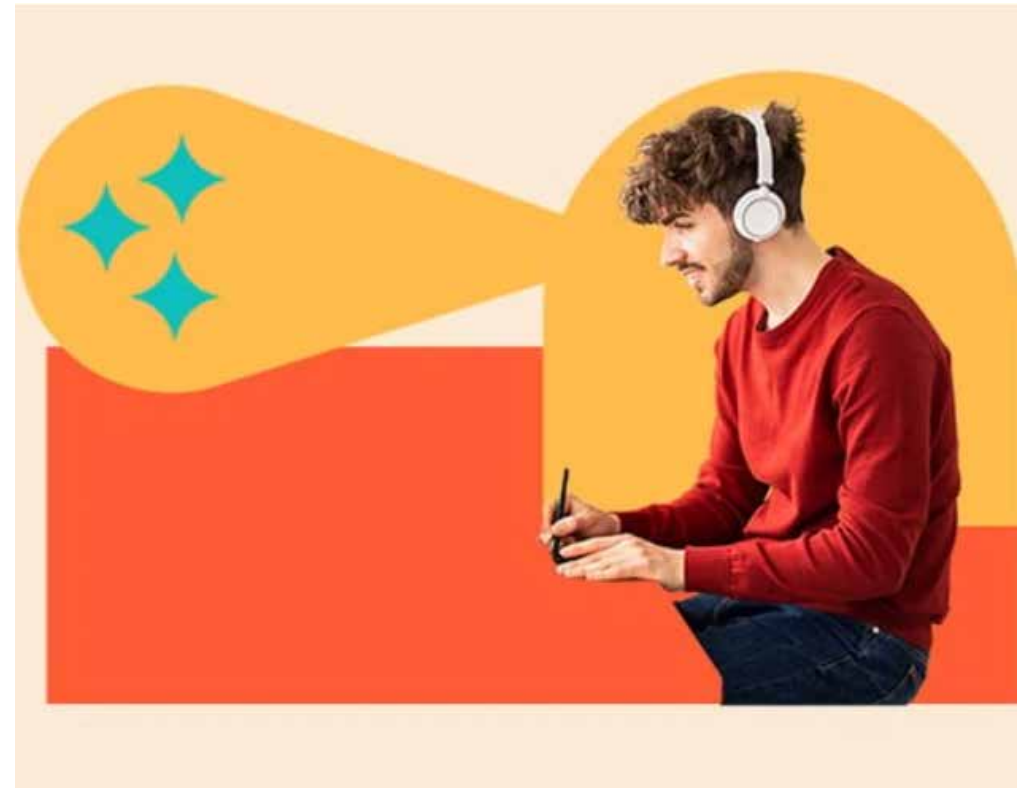
Chapter 01

Your Brand Statement



This section serves as a spotlight, introducing the essence of the organization. Much like a first impression, it holds significant importance. A compelling brand statement should be distinctive, concise, and effectively articulate what the company does and how it aims to be perceived. It's not just about the job; it's about the people the company serves, what it values, and what sets it apart from others. This section should encapsulate the core identity of the company, providing quick insights into its mission, target audience ("who we help"), values ("what we care about"), and unique attributes ("why we're not like everyone else"). In essence, it sets the tone for how the company wants to be perceived and remembered.

Please note: you can choose to make it crisp and have a singular statement or you could have a detailed description that includes mission and vision statements. Below are some examples of how few brands' approach this section.



SWITCHER

Switcher establishes its tone through a distinctive brand statement, exemplified in the 'Switcher's Story' section. In crafting your brand guideline document, consider incorporating a concise and impactful section akin to the example above.

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Switcher's Story

By 2014 — before Meerkat and Periscope and Facebook Live — Switcher co-founders Nick and Dan were all in with live video. For four years the guys had run an agency that helped businesses create and stream online video. But they'd noticed a problem: Going live — and doing it well — was prohibitively expensive for most businesses. Their clients kept losing steam when they saw how costly and tricky the video equipment could be.

Nick and Dan set out to change that. Partnering with fellow co-founders Ernesto, Matt, and Gabe (a video app developer in Switzerland), they launched Switcher Studio, a mobile video-creation platform, later that year. Switcher help creators and companies produce stunning, polished live shows with the devices they already owned. It could sync up to 4 iOS devices (now 9), letting creators switch angles, edit live, and stream anywhere. Within the year, Facebook Live launched — a major milestone in bringing livestreaming to the masses — and Switcher Studio was named an official Facebook Live launch partner.

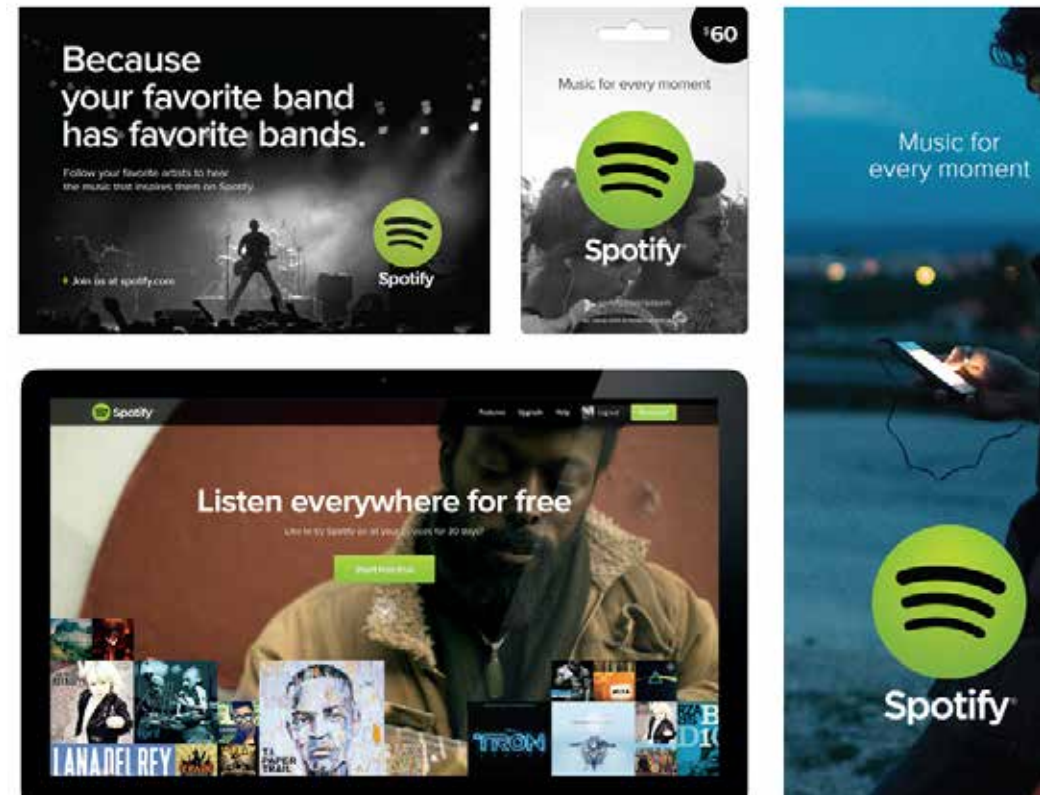
Switcher continues to grow. Since 2016, we've raised more than \$1 million in investments, and in 2018, we hit \$1 million in revenue. We've also announced new partnerships with Microsoft Stream and LinkedIn. Our original team of five has grown to 15 full-time employees with offices in Louisville, Kentucky, and Yverdon-les-Bains, Switzerland. And our original passion for live video has spread as well. Switcher now has users creating amazing videos in more than 118 countries, and we think that is just the beginning.



SPOTIFY

Spotify exemplifies a 'Brand Role' section within its brand guidelines, essentially serving as a version of a brand statement. As we embark on creating our brand guideline, let's explore this style, noting the seamless integration of content and imagery demonstrated by Spotify. Striving for a similar fusion can enhance the impact of our future brand guideline documents.

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MOTOROLA

Motorola's approach to the brand statement section is intriguing, presenting it in multiple segments such as "Say Hello to the Toolkit" and "Why Bringing Moto Back." Each section contributes to setting the tone effectively. As we consider crafting our brand guideline, we can draw inspiration from this detailed structure or choose an alternative direction based on our unique vision and requirements.

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MOHAWK COLLEGE

A college must be inclusive. But more than that, they must believe it enough to make others believe it. Mohawk college's brand guideline has a page dedicated to what their college's 'brand' believes in.

A brand statement like this can be helpful for brands to set the tone.

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WE BELIEVE...

We believe every student attending our school deserves the opportunity to enter the next phase of their life with confidence, excitement and optimism.

CONFIDENT they have the knowledge and skills to excel in their chosen field.

EXCITED by their prospects for employment and success in today's changing world.

OPTIMISTIC about their future and their capacity to shape it.



OUR LOGO



Our logo is the most visible representation of our institution – and our brand. From our website, marketing materials and apparel to publications, community outreach activities and formal presentations, our new logo serves as a bold and confident reminder of what Mohawk stands for and the values we share.

"GIVE ME AN 'M'!" At first glance the symbol in our new logo may appear simply as a modern, stylized letter "M" for "Mohawk" (which it is), but there is considerably more to it than that.

"I SEE THREE PILLARS!" Mohawk's future is being built on three "long-term pillars" for success. They are 1) Quality, 2) Innovation and 3) Sustainability, and each pillar is represented by a coloured bar in our symbol.

"WE'RE FOCUSSED ON THE FUTURE!" The three coloured bars are also a reminder of Mohawk's future-ready academic focus and the belief that every student deserves the opportunity to enter the next phase of their life with **confidence, excitement and optimism.**

HEINEKEN

In Heineken's brand guidelines, there is an interesting departure from explicitly mapping out brand messaging cues in the Table of Contents (TOC). Instead, they dedicate a page to articulate the purpose of the brand guideline. Heineken's approach seems to focus primarily on design elements without explicitly outlining the brand mission or messaging structure. This choice might be intentional, indicating a potential evolution in future iterations. It offers a unique perspective on presenting the brand statement section—beginning with a straightforward introduction and an overview of their logos.

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Introduction

This guideline presents the next subtle step in the evolution of the Heineken® logo. It keeps the brand identity contemporary and progressive, makes Heineken's most basic design elements even more powerful, and subtly flirts up the authentic roots.

The vibrant brand identity is rooted in history, and while every green bottle with every label is still the same, it's evolved. Around 1920, the first Heineken started his premium quality beer trademarked out from all the other brands. To express his clear, bright, fresh and natural character of his lager beer, he chose for a green bottle cover because the most natural colour of Heineken®. And to the design evolution we use green as the base colour which is used to be black.

Identifying the red star. The star is a heraldic element symbol, it gives represent the natural ingredients, wheat barley, water, hops and Heineken's unique & flavor. The star was the authentic mark of Heineken. Today we don't put the word 'Heineken' on the star anymore, we replaced it by a white star, and we still keep the star as our core identity, to the new logo, and later integrate the star heraldic again a lot more prominent, showing the Heineken® quality symbol with more pride and confidence.

And finally, we have found a lot of details for example the design style of the logo, the outline around the star, the star itself, the outline of the star, to make the star more of the brand, etc.

The logo set in various format sizes, and consistent with, the size must align to our logo and use for the separate packaging design guideline for more details.

It is of utmost importance that the Heineken® brand is always represented by the correct logo. It is one of the most valuable assets of our company, and Heineken, anchored in tradition, is proud to have, consistent with, it keeps adhere to these guidelines, and in case of doubt, contact the Global Heineken® brand design team in Amsterdam.

NOTE: There are two common mistakes, the wrong word use a wrong it is essential to use the correct in addition, there are other trademarks in addition, it is essential to use the correct in addition.

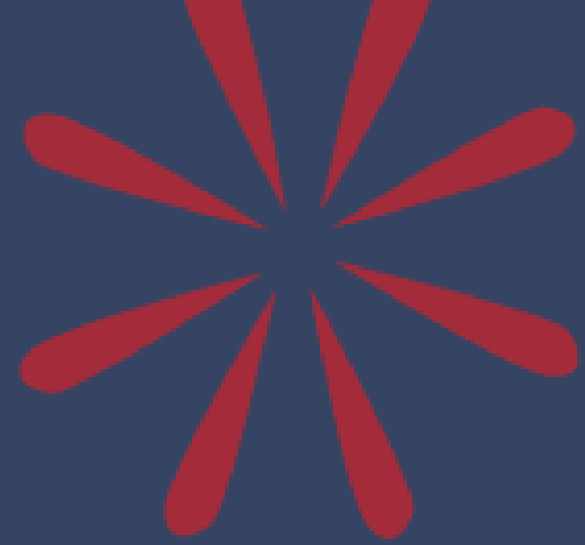
Best practices to help design a ‘good’ brand statement.

➤ Do's:

- Craft an intriguing narrative
- Align with brand identity
- Incorporate visual appeal
- Concise and impactful
- Create connection with the audience

➤ Don'ts:

- Avoid excessive detail
- Steer clear of jargon overload
- Don't neglect visual harmony
- Avoid generic statements
- Be realistic in your brand statement and **avoid over-promising**



Chapter 02

Purpose of the Document




This section in a brand guideline concisely introduces the brand's mission, values, and key attributes. It outlines the main goals, emphasizing the importance of maintaining a consistent brand identity across various platforms for improved recognition and loyalty. Clearly defining the intended audience, scope, and benefits of adherence, this section also designates authority for guideline approval and outlines a plan for updates and revisions. It serves as a crucial reference for users and stakeholders involved in implementing and representing the brand.

Let's look at some examples.

KEW

The 'Our Brand' section serves a pivotal role in articulating the raison d'être of the brand guideline. This segment is not merely a perfunctory inclusion; rather, it forms the foundational bedrock upon which the entire guideline is built. It goes beyond the surface, delving into the core purpose and significance of the brand guideline within the context of the brand's identity and strategic objectives.

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Our brand

A strong brand is one of the most valuable assets an organisation owns. To make it truly powerful it needs to be applied consistently so anyone dealing with the Royal Botanic Gardens, Kew knows who we are and what we stand for. Everyone has a part to play in doing this and bringing our brand to life. These guidelines are to help you represent our brand consistently.

Brand platform

With Plants Matter at its heart, our brand platform is a summary of all the elements that make Kew special.

Our vision for the future is about the impact we want to make.

Our positioning is the unique place we occupy in the world.

Our offer describes what we do for all our audiences.

Our values are the things we believe in that drive the way we do things.

Our personality is the image we want to project.

The Brand Platform is the essential tool to help us make the right decisions in everything we do.



SPREAD TRUTH

Spread Truth sets itself apart by presenting a meticulously crafted ‘Purpose of the Document’ section that perfectly communicates the document’s overarching objectives. This succinct segment provides a clear and concise overview of what the document aims to achieve. Additionally, the inclusion of the last update date proves to be a valuable addition, offering a transparent timeline for stakeholders. This not only aids in understanding the document’s currency but also facilitates strategic planning for forthcoming updates or revisions. The thoughtful consideration of this detail enhances the overall usability and effectiveness of the document.

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Brand Guidelines

This document contains the rules for Spread Truth’s visual communication system. Follow these rules to maintain brand consistency.

This includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for Spread Truth’s materials.

SCANSOURCE

ScanSource has adopted a distinctive approach by dedicating a page before the table of contents section to establish the brand tone and convey the ‘why this document’ narrative. The line, “The ScanSource brand extends far beyond a logo. It’s who we are. It’s our story. And, it will take effort and diligence from each of us to protect it,” stands out prominently in this document, guiding its overall direction. You may consider adopting a similar approach by placing the ‘purpose of the document’ before the table of contents.

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SCANSOURCE

While you'll never see the ScanSource name on any store, package, or truck, you have access to an invaluable asset that speaks for us: the ScanSource brand. This guide explains how, when used correctly and consistently, these elements speak for ScanSource in clear and meaningful ways. By following this guide, you help define ScanSource to our suppliers, resellers, shareholders, and the community. Equally important, you help them recognize, differentiate, and remember us.

To help define and guide how we treat our brand, we've developed the ScanSource brand guidelines—including those for:

- Brand experience
- Visual identity
- Trademark

The ScanSource brand extends far beyond a logo. It's who we are. It's our story. And, it will take effort and diligence from each of us to protect it. Our brand has a strong presence in the channel and in the community. Your support will ensure we maintain its integrity for years to come.

While many of the standards in this guide are straightforward and easy to meet, there may be instances in which additional guidance is needed. If your marketing contacts need assistance, they can reach out to Worldwide Creative + Brand.

For any questions or further information email: CreativeTeamUS@scansource.com



BOY SCOUTS OF AMERICA

The Boy Scouts of America has explicitly addressed the ‘purpose’ of this document in two key instances. Firstly, in the introduction section, they articulate that readers should “consider this as your compass to the Boy Scouts brand.” Secondly, the organization underscores the significance of uniformity to their brand in explaining the existence of these brand guidelines. The document serves to provide a guiding framework that ensures consistency and cohesion in representing the Boy Scouts brand.



“From Dallas to Des Moines, Scouts across America wear the same tan twill shirt, the same badges of rank, and the same style of neckerchief. Their troop and council badges may differ, but the visual language is the same. This uniformity creates familiarity, and with it, admiration.”

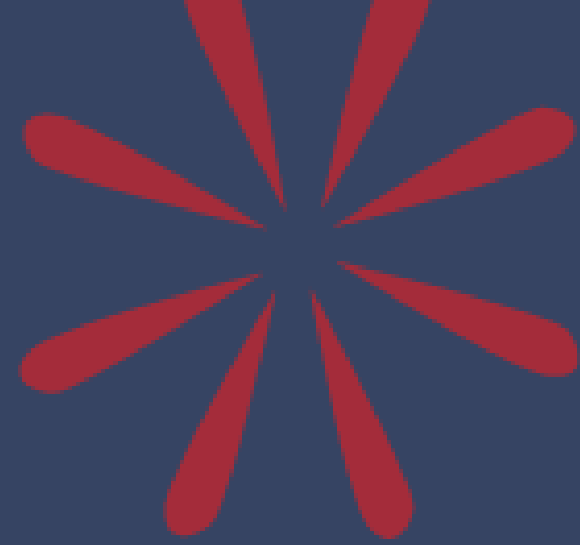
Best practices to help write a good purpose for the document section.

➤ Do's:

- Clearly articulate what the document is trying to achieve
- Define goals explicitly
- Specify intended audience
- Highlight scope and possibly the need for adhering to it
- Establish accountability for the approval of the brand guideline

➤ Don'ts:

- Avoid ambiguity and vague language
- Do not overwhelm the reader with details
- Don't overlook the importance of detailing out the intended audience
- Refrain from inconsistencies in narratives, flow, and the story!



Chapter 03

Describing the need for the brand



In this section, we can delve into the compelling necessity for the specific brand within its industry, unveiling the complex challenges that characterize the current market landscape. By scrutinizing the unique hurdles and evolving trends, we can illuminate the indispensable role that the company plays in addressing these challenges head-on. Their unique solutions and what the result is of the above.

SCANSOURCE

Reviewing Scansource once more, it's evident that their brand guideline features a section with bold text that emphatically states 'WHY. HOW. WHAT.' This section essentially addresses the necessity of the brand in the current space. Subsequently, three detailed pages follow, breaking down the reasons behind, the methods involved, and the components of **'WHY, HOW, WHAT.'**

You might consider adopting a similar structure for your brand guidelines. This approach often helps avoid the need for numerous separate sections due to noticeable overlapping content.

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WHY

- vision** to see or understand something as an objective and to make plans and set goals to bring about that vision
- vision** to see or understand something as an objective and to make plans and set goals to bring about that vision
- consistency** to be in agreement or in line with something or to be consistent with something
- adaptability** to be able to change or to be changed easily or to be able to adapt to new conditions
- inspiration** to give or be given ideas, feelings, or creative power by an external stimulus

HOW

- trust** to have confidence in someone or something
- support** to help or assist someone or something
- efficiency** to be able to do something in the best way possible
- strength** to be able to withstand or resist something
- specialization** to be able to do something in a particular area
- depth** to be able to go deep into something
- loyalty** to be faithful to someone or something

WHAT

- Make ScanSource identifiable and differentiated.**
Create beautiful, cohesive experiences that are attention-grabbing and memorable.
- Express ScanSource's personality.**
Deliver bold, fresh, human designs that inspire and delight.
- Grow with the times.**
Respond to new initiatives, opportunities, needs, and directions.
- Live aspirations.**
Give people something tangible to grab onto, own, and live.
- Provide a foundation upon which others can build.**
Share our vision, content, and guidance.

ADOBE

It's essential to acknowledge that there may be overlaps in various sections of this document. This is primarily because different brands opt for diverse arrangements in their content and sections. Some, like Adobe, may choose to consolidate everything into a single section, while others prefer breaking it down into multiple segments. Each approach has its pros and cons, and the key is to align with the specific goals and aspirations of your brand. Consider what your brand seeks to achieve before deciding on the most suitable structure for your brand guideline.

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Our mission

Adobe is changing the world through digital experiences.

Adobe is virtually everywhere you look. Whether it's a mobile application, a Facebook game, a YouTube video, a print ad, a logo, an e-commerce business, an e-magazine, or an online banking application, chances are, it was touched by Adobe technology.

We have always been a leader in creating engaging experiences through the content creation and delivery ecosystem. Since 1982, we have empowered businesses to reach consumers on any computer, browser, or device — in sync with the latest technologies and platforms.

Adobe is the global leader in digital marketing and digital media solutions. Our tools and services allow our customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time, and achieve greater business success. We help our customers make, manage, measure, and optimize their content across every channel and screen.

Our values

These four values define **WHO WE ARE**. Let them come through in all that you do. Consider them in your daily work and actions—with customers, prospects, and team members.

Genuine

We are sincere, trustworthy, and reliable. Operating with integrity, being ethical, and treating others with respect is at the heart of Adobe's culture.

Innovative

We are highly creative and strive to connect new ideas with business realities. Ideas are welcome from everyone in the company.

Exceptional

At Adobe, good enough is not good enough. We are committed to creating exceptional experiences that delight our employees and customers.

Involved

People are our greatest asset. We are inclusive, open, and actively engaged with our customers, partners, employees, and the communities we serve.

TWITCH

Twitch has effectively summarized what they do and why they exist. In their unique way, they have established what sets them apart. You might consider having a dedicated page where you discuss what the brand is solving in the space and elaborate on why it's unique.

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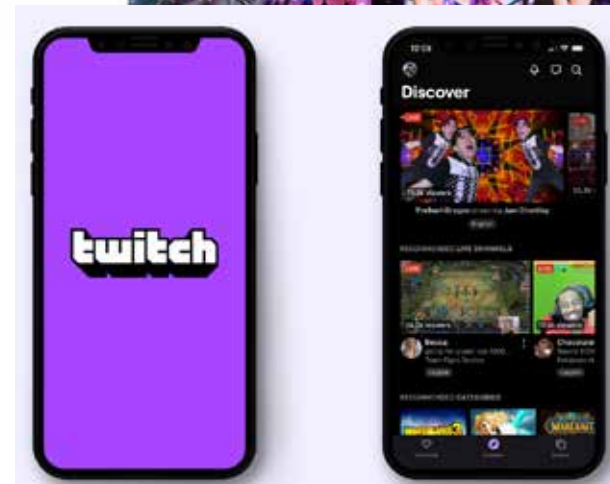
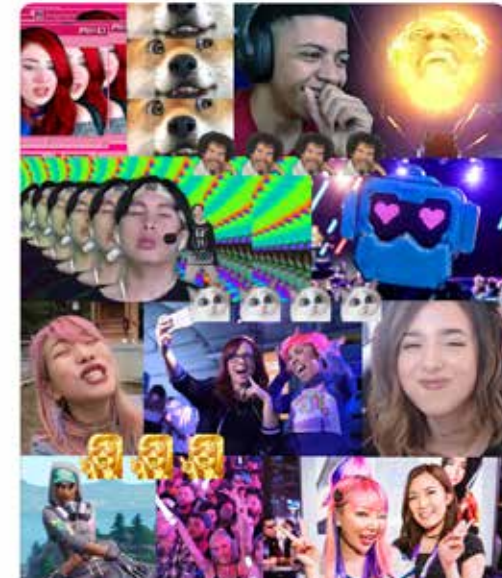
Here's the thing:
Not everyone's
going to get it.

Staring at a screen was fine for a while, but canned content had its day. We're building something better, and we're not alone.

From everyone in chat, to the streamers making sure the show goes on. We're a collective cast of millions going all-in to make moments together, directing the action as we watch it.

We don't always know what's next, and we like it that way. Because multiplayer is everything—our how and our why. It's powered by all of us. And for some reason, by Bob Ross too.

This started as a place to stream. Together, we're making it Twitch.



AT&T

AT&T takes a simplistic and elaborate approach in spelling out their raison d'être. While effective for them, this may not be ideal for today's B2B brands, or any brand guideline in general. The current strategy risks overwhelming the audience with an information dump. Striking a balance between simplicity and detail is crucial for maintaining audience engagement and ensuring effective communication.

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Introduction

AT&T is undergoing a strategic shift in our business to become a leading "provider of choice" for networking and communications services in the business marketplace. As a result, AT&T is now an enterprise-focused IP networking company, delivering powerful networks, applications and capabilities to business customers worldwide. We are dedicated to helping companies find better ways to do business through networking.

In support of this business transformation, it is critical that we evolve the AT&T brand. The brand is an important asset that must be invested in and evolved along with the business. While we want to signal a strategic change, we also want to build upon the strength and equity already existing in our current brand system. Therefore, we have leveraged the best of what we currently use while infusing some new strategic brand elements – such as typography, color and imagery – to build our image as a leading networking and communications service provider for businesses. Ultimately, this will insure a common, consistent look and feel for AT&T.

The AT&T brand is not simply our logo or name, but it is one of our primary tools for expressing the corporation's business strategy to all audiences. The brand reflects the experiences that people have with AT&T, our products and services, as well as our employees. Perceptions of the brand are built each time a customer interacts with AT&T through channels such as advertising and sales. Brand perceptions are also built when a customer uses our technology, during a customer service experience, or during a provisioning interaction.



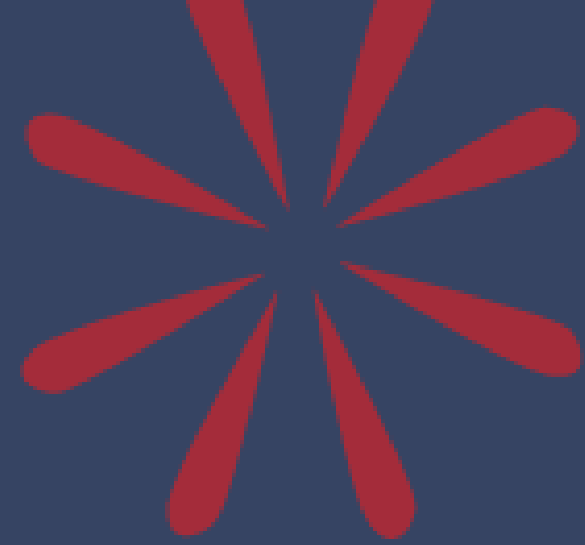
Some Do's and Don'ts to help you design this section.

➤ **Do's:**

- Craft a compelling narrative
- Highlight core values
- Incorporate visual
- Introduce key figures (if you think that's required)
- Link to achievements

➤ **Don'ts:**

- Avoid excessive details
- Avoid jargons
- Skip generic statements
- Don't overemphasize on the history
- Avoid repetition



Chapter 04

Brand vision and mission



In this section of the brand guidelines, the brand outlines its overarching vision for the future in the industry landscape where innovation and excellence define its presence. They can highlight the key values, brand's mission and how it diligently serves the needs of its target audience. A brand distinguishes itself through their USPs and if a brand wants, they can also highlight their unique qualities, establish a competitive edge and consistently deliver exceptional value. This section not only aligns the internal culture of the organization but also shapes external communication strategies.

SLACK

Slack has incorporated their mission and vision section and their Who we are section into a singular page.

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Who we are

The Slack platform is where work happens. It's where people have the perfect conditions to connect, to align, to get context so they can work toward shared goals, together.

Our mission is to make people's working lives simpler, more pleasant and more productive.

Our vision is a world where organizations can achieve agility easily, no matter their size.

Please use "Slack" as an adjective followed by a description of our services. "Slack" should not be used as a noun, verb, plural or possessive.



Persona and personality

We are creative, professional, thoughtful, respectful, purposeful and curious; we are smart, humble, hardworking and collaborative.

Our culture turned inward creates our product; our culture turned outward creates our brand.

Our brand is a reflection of who we are as a company and what we represent in the world of work.

If nothing else, our outward-facing brand should represent the best of what we bring to work as colleagues at this company. Smart, humble, hardworking and collaborative.

We are deliberately human—we aim to be an ideal colleague: One who works on the basis of respect and admiration for working people; someone who communicates in a way that is smart, humble, hardworking and collaborative. Who doesn't dominate the conversation and never wastes your time; who knows the answer (and the context) if you have a question—and shows you how to find it yourself.

We demonstrate our commitment to being customer-centric by placing those humans at the center of every communication, not ourselves.

PLATFORM OVERVIEW

To inspire creativity and bring joy.

TikTok is the leading destination for short-form mobile video and our mission is to inspire creativity and bring joy. The platform is a home for creative expression through videos that create a genuine, inspiring, and joyful experience.

TIKTOK

TikTok does not take the traditional route by calling this piece of content their mission or vision statement. However, upon reading the same we understand that they have spelled out their goal with the brand.

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PERSONALITY

We are bold, provocative, and full of creative energy.

Proof points in copy should be **smart** and **direct**, with a hint of **playfulness**.

Avoid business jargon at *most* costs. But if and when you have to use business terms, try to soften them with something **colloquial, casual, or funny**.

We are a professional partner here to help brands get **results**. However, **we are not business as usual**. We're the creative, fun, and modern side of any brand's marketing budget.

At the top-of-funnel awareness level, we'll have more liberty to express style, playfulness, and personality. While we might have to get more direct as we move down the funnel, don't lose sight of tone. Aim to include hints of our personality—as long as it never clouds or obscures our conversion message.

MOTOROLA

Motorola's brand strategy page has their mission and vision statement. However, they have crafted it in a unique way. They have split the statement into, Our motivation, What we promise, What we do, and Our attitude.

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KEW

‘Plant matter is the center of everything we believe in’.
This line is neatly used to indicate what motivates Kew.
Sometimes a short concise statement like this will suffice.

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6 Our brand

At the heart of any brand is a big idea. Simple.
Memorable. True.

For the Royal Botanic Gardens, Kew this big idea is

Plants Matter.

For health. For pleasure. For beauty. For life.

A simple but powerful expression of what we believe
in. Plants Matter is the focus of everything we do.
Helping us make the right choices.

Part of our DNA – invisible, but vital.



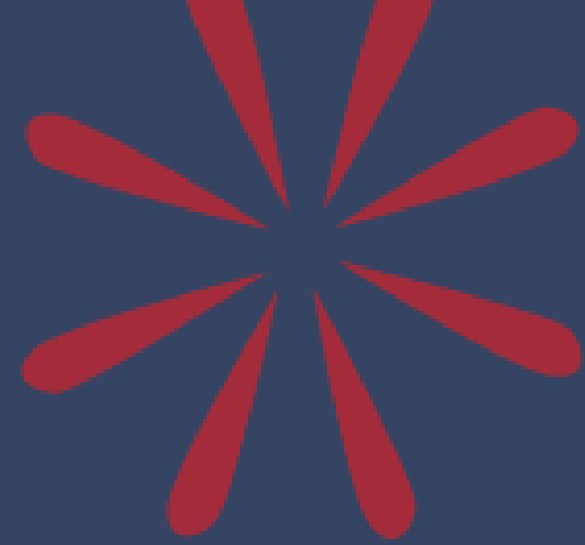
Some best practices to help you craft a good mission and vision statement section

➤ **Do's:**

- Clearly articulate the purpose
- Ensure to align it with your company values
- Inspire and motivate
- Consider the brand's long term goals
- Ensure it is simple and clear

➤ **Don'ts:**

- Avoid ambiguity
- Don't overload the section with details
- Avoid generic phrases
- Do not neglect relevance with the current time and the brand
- Avoid lengthy statements



Chapter 05

Personality tenets



In this section, we can explore the intricacies of a brand's personality, providing either a comprehensive or concise overview, depending on the desired depth. Delving into the essence of the brand, we can illuminate the distinctive traits and characteristics that define the brand's persona. Whether examined in meticulous detail or presented succinctly, this portion of the brand guidelines serves as a compass for ensuring consistency in communication and interaction. From the nuanced nuances that shape the brand's identity to the overall tone and demeanor, this exploration of brand's personality sets the stage for a cohesive and resonant brand experience across diverse touchpoints.

This is not something a lot of brands undertake. However, here is a nice example of how Adobe has broken their personality tenets down. They further break it down by discussing visual and verbal tips to help adhere to it.

ADOBE

‘Plant matter is the center of everything we believe in’.
This line is neatly used to indicate what motivates Kew.
Sometimes a short concise statement like this will suffice.

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Our personality tenets

These five tenets define our brand tone, personality, and **HOW WE EXPRESS OURSELVES** in all verbal and written communications.

Clean

Simple design and language is a sign of respect for our customers—respect for their work, time, and process. If you think about it, simplicity is a common courtesy.

Captivating

Through smart use of design and data, we create content that captivates, and that means designing for the end user, making it as personal as possible. Creativity and precision are at the heart of all we do. Everything we put out into the world should be equally inspiring and relevant.

Inspiring

Our enthusiasm about the future, and what's possible, is what energizes our company and each one of us. A sense of wonder and awe (even if it's virtual) into everything we say, do, and make.

Community

We're committed to a highly collaborative relationship with the creative and professional marketing community. Sometimes we educate, sometimes we simply get alongside them. The community is the creative lifeblood and we want to share with them—share tools, ideas, and successes.

Forward

We challenge ourselves and others to aim higher and never settle. Boldness, unconcernedness, and optimism drive us forward, inspiring new categories and tools. As a tech company with creativity at its core, we have a responsibility to be cutting edge.

Tenets: Community

"If you want to go fast, go alone. If you want to go far, go together!"
— African proverb

OPEN UP
You're alone in it and engage them as equals and the brand is there to be even more clearly. Opening up the Adobe logo to represent it is a great example of this.

LEAD & LEARN
On one hand, being thought leader is a responsibility and privilege to share our knowledge with the world. On the other, it's about the learning we learn by helping ourselves, servant leadership, we learn continuously relevant ourselves.

CO-CREATE
Invite and amplify our collaborators so that they get visibility and credit.

BE A GOOD LISTENER
Be as attentive as possible, be open-minded that you look up but just the words of the content is the idea but what user actually intended.

CREATE A DIALOGUE, NOT A MONOLOGUE
Respect for our customers means a two-way conversation, not a one-sided one. (Remember what we heard about the garbage talk about it itself at the time.)

RESPECT THE USER JOURNEY
Allow for growth and discovery, but don't overambition keep for strong focused.

VERBAL TIPS

VERBAL LISTENING
Take a moment to ask questions and to get feedback from the user. Make sure the user is heard.

COLLABORATE WITH THE COMMUNITY
Be a part of the conversation.

ALWAYS GIVE ATTRIBUTION
Always give credit where credit is due.

VERBAL TIPS

EMPOWER PARTICIPATION
Empower the user to be a part of the conversation and to give feedback.

THE USER JOURNEY
Take a moment to ask questions and to get feedback from the user. Make sure the user is heard.

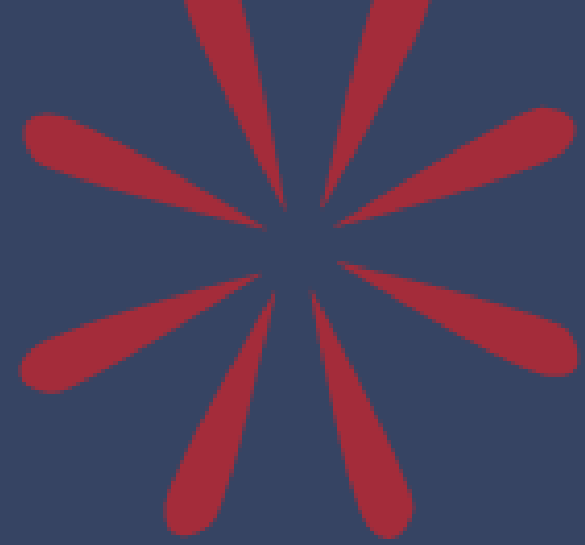
Some do's and don'ts to help you decide your brand's personality tenets statement section

➤ **Do's:**

- Understand your audience
- Reflect and mirror the core values
- Maintain consistency
- Take into account the industry and market dynamics
- Allow for flexibility

➤ **Don'ts:**

- Avoid contradictions
- Don't mimic competitors
- Avoid generic or overused personality traits
- Do not ignore feedback from your audience
- Avoid overcomplicating things



Chapter 06

Brand personas



This section within the brand guideline book meticulously defines the essence of the brand, shaping its distinctive character and offering guidance for consistent representation across various channels. Key characteristics, such as highlighted traits, form the core of the brand's persona, creating a resonance with the target audience. The tone of voice is thoughtfully curated to ensure uniformity in communication, adapting seamlessly to the formality, friendliness, or innovation required. Visual representation is equally significant, with detailed directives on color palettes, fonts, and design elements that embody and amplify the brand's personality. Serving as a comprehensive roadmap, this section establishes a cohesive framework for the brand's visual and verbal identity, fostering a unified and memorable brand experience for its audience.

Brand personas, also known as customer or buyer personas, are fictional, generalized representations of a brand's ideal customers. They are based on research and data about a brand's existing customers, and they help businesses understand and communicate more effectively with their target audience.

Here's a breakdown of what brand personas typically include:

Demographics:

This includes basic information such as age, gender, location, income level, education, occupation, etc.

Psychographics:

This delves into the psychological aspects of the target audience, such as their interests, values, hobbies, lifestyle choices, and behavioral patterns.

Needs and Challenges:

What problems or challenges does the persona face that the brand can help solve? Understanding these can guide the development of products, services, or marketing strategies.

Goals and Motivations:

What are the persona's aspirations, goals, and what motivates them to take action?

Buying Behavior:

This includes information about how the persona typically makes purchasing decisions, their preferred channels for shopping, and other relevant buying habits.

Media Consumption:

Where does the persona get their information? Do they read blogs, watch videos, listen to podcasts, or prefer traditional media channels?

Communication Preferences:

How does the persona prefer to be communicated with? Via email, social media, phone calls, or face-to-face interactions?



Here are some examples of brands and their approaches to creating brand personas

What is a buyer persona?

A buyer persona is a detailed description of a person who's in your target audience. Your customer persona is not a real person but rather a fictional version of a person that is based on extensive research about your current target customers. A buyer persona can also be called a customer persona, user persona, audience persona, or marketing persona.

Your buyer persona represents your entire customer base with one person since it's impossible to get to know every single one of your customers. However, sometimes it's necessary to create multiple buyer personas, especially if you have a diverse product offering and a wide range of customers.

To create your buyer persona, you'll want to start by giving this fictional person a name and identifying their demographics, interests, and behaviors. Their demographics will include their age, sex, nationality, education, employment, income, marital status, and any other important information.

But you'll need to go a step further than that and also identify their goals, pain points, and buying patterns. In addition to just the facts, you'll also want to understand their motivations, desires, and beliefs. The more specific information you have, the more accurate your persona will be. With a comprehensive buyer persona, you can create effective marketing campaigns that are targeted specifically to people similar to your buyer persona.

MAILCHIMP


[Read More](#)



Using buyer personas in an email campaign improved open rate by 2x and click-through rate by 5x.

Source: Business Insider

Buyer Persona Template

 <p>Name: Age: Occupation: Location: Marital Status:</p>	<p>Goals</p> <ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ 	<p>Challenges</p> <ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓
<p>Biography</p>	<p>Behavioral Traits</p> <ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ 	<p>Objections</p> <ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓
<p>Personal Interests</p> <ul style="list-style-type: none"> ✓ ✓ ✓ 		

SPOTIFY

[Read More](#)



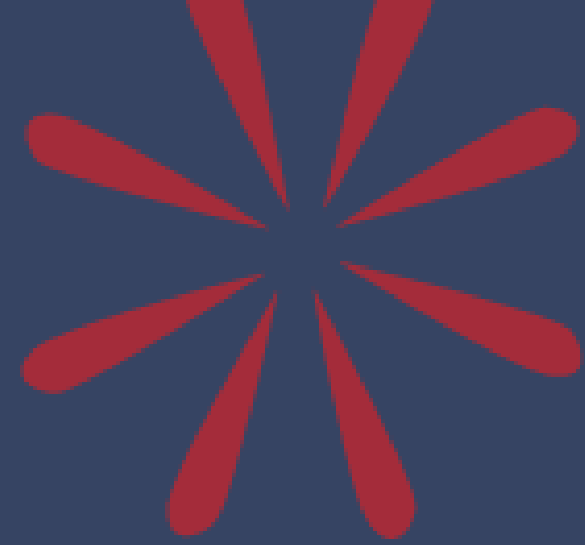
A screenshot of a Spotify playlist interface. The title is "The Story of Spotify Personas" with a "PREVIEW Mady" tag and a "Save on Spotify" button. The track list includes "1 Baby" by Os Mutantes (03:38) and "2 It's Too Late" by Carole King (03:53). Below the track list are three panels illustrating the concept of personas: the first panel shows a collection of light blue circles on a dark blue background; the second panel shows a collection of red triangles on a dark blue background; the third panel shows three groups of mixed light blue circles and red triangles, each enclosed in a white circle, representing the combination of different user characteristics into distinct personas.

Personas combine similar user needs, habits, and attitudes and communicate the nuanced commonalities and differences between our users.

NIKE

[Read More](#)





Chapter 07

Brand tone and messaging



This section within the brand guideline serves as a compass for maintaining a consistent and resonant voice across all communication channels. It outlines the distinctive tone that embodies the brand, encompassing elements such as formality, humor, or warmth.

Messaging guidelines provide a strategic framework for crafting content that aligns with the brand's values and resonates with the intended audience. This section may delve into the nuances of language, specifying preferred vocabulary, and communication styles that reflect the brand's personality. Additionally, it may include situational considerations, ensuring adaptability while maintaining the overarching brand voice. By offering clear directives on tone and messaging, this section empowers the brand to build a coherent and compelling narrative, fostering a deeper connection with its audience.

Brand tone and messaging refer to the consistent voice, style, and content a brand uses to communicate its values, personality, and offerings to its target audience.

➤ Brand Tone

This is the emotional and expressive quality of a brand's communication. It encompasses the attitude, style, and emotion behind the words. For instance, a brand can have a formal, professional tone, a casual and friendly tone, or an authoritative and confident tone, among others. The tone should resonate with the brand's personality and appeal to its target audience.

➤ Messaging

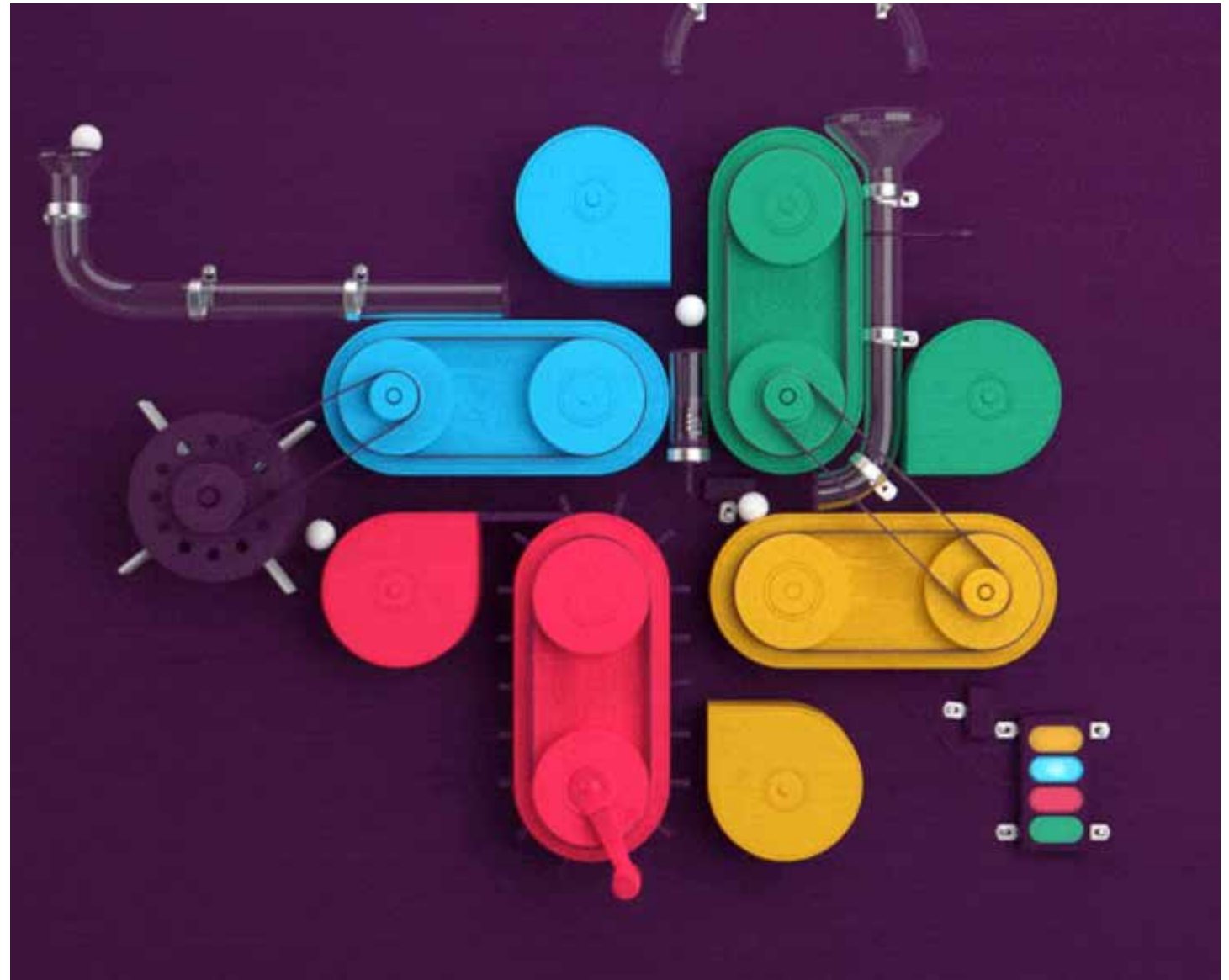
This refers to the specific content and information that a brand communicates to its audience. It includes the key points, benefits, values, and calls-to-action that the brand wants to convey. Messaging should be clear, concise, and aligned with the brand's overall objectives and values. It helps in creating a consistent narrative and perception of the brand in the minds of the consumers.

Together, brand tone and messaging play a crucial role in shaping how a brand is perceived by its audience and in establishing a strong and recognizable brand identity.



SLACK

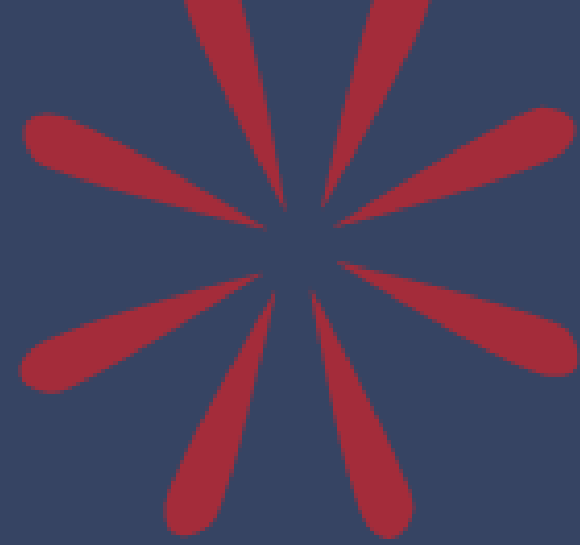
[Read More](#)



TWITCH

[Read More](#)





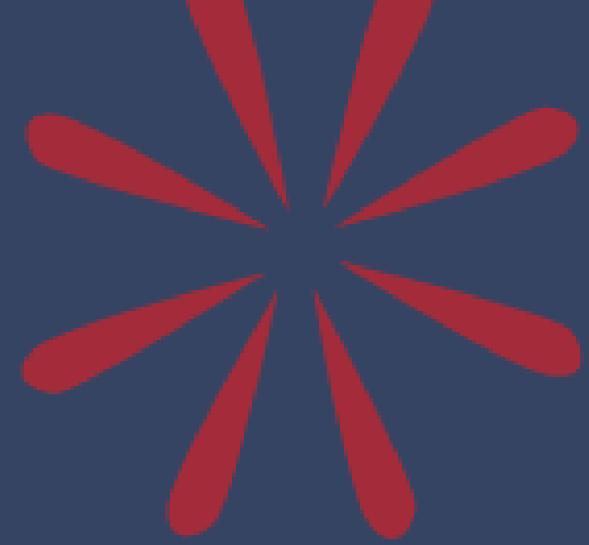
Chapter 08

Language style and messaging guidelines



This section in the brand guideline is an important component that outlines the principles governing the brand's communication. It delves into the preferred tone of voice, offering insights into how the brand should sound and feel across different platforms. This section often includes guidance on crafting key messages aligned with the brand's values and objectives. It may also encompass the development of taglines and slogans for consistency. Dos and Don'ts in communication are meticulously detailed, ensuring that language remains in harmony with the brand's personality and ethos. Additionally, inclusive language guidelines may be incorporated to foster a brand image that resonates with diverse audiences. This section acts as a beacon, guiding content creators and communicators to maintain a cohesive and authentic voice, reinforcing the brand's identity in every interaction.

[Here's](#) a step-by-step guide on how to define, develop and craft a comprehensive brand message architecture and strategy.



Chapter 09

Brand dos and don'ts



This section in the brand guidelines provides essential directives to maintain the integrity and consistency of the brand's identity. It outlines permissible practices and recommended approaches that align with the brand's values, ensuring a cohesive representation across all platforms. This includes guidelines on logo usage, color schemes, and approved messaging styles. Conversely, the "Don'ts" articulate practices to be avoided, safeguarding the brand from potential misrepresentation or dilution. This section may cover prohibited color combinations, misuse of logos, and inappropriate language. By clearly defining the dos and don'ts, the brand guidelines serve as a safeguard, empowering stakeholders to uphold the brand's image with precision and consistency while steering clear of unintended missteps.

Brand Dos and Don'ts serve as essential guidelines that outline the correct and incorrect ways to represent a brand visually and verbally. These guidelines ensure consistency, clarity, and alignment across all brand touchpoints, reinforcing the brand's identity and values.

Why It's Important:

Consistency:

Ensures that the brand is portrayed consistently across various platforms and communications.

Protection:

Safeguards the brand's integrity by preventing misrepresentations or deviations.

Clarity:

Provides clear direction to stakeholders, ensuring that everyone understands and adheres to the brand's standards.

How Top Brands Benefit:

Maintained Reputation:

Consistent representation upholds the brand's reputation and trustworthiness..

Increased Recognition:

Clear and consistent branding enhances brand recognition and recall among consumers.

Efficient Marketing:

Streamlined guidelines facilitate more efficient and effective marketing efforts, saving time and resources.

Below are examples of some of the top brands showcasing their dos and don'ts in their brand guides.



ADOBE

Read More



AMERICAN EXPRESS

[Read More](#)



AT&T

Read More

Color Versions

There are four AT&T Corporate Logo color versions: full-color gradient, two-color gradient, two-color solid, and one-color solid.

Full-Color Gradient - Should be used whenever possible for all applications.

Two-Color Gradient - Should be used when printing is limited to two colors. This is the preferred version for two color printing.

Two-Color Solid - Should be used when printing is limited to two colors and printing limitations do not allow the use of the two color gradient.

One-Color Solid - Should be used when printing is limited to one color. One-color logos should always appear in either black or white.

Positive and Reverse
All of the AT&T Corporate Logos are available in positive and reverse versions.

Positive - Should be used on white or light backgrounds.

Reverse - Should be used on black or dark backgrounds.

Note Drop shadow versions of the AT&T Corporate logo have been eliminated from the system.

Note Always use approved reproducible artwork which is available for download from the AT&T Brand Center at www.att.com/brand.

Color Versions

Full-Color Gradient



The world's networking company™

Two-Color Gradient



The world's networking company™

Two-Color Solid



The world's networking company™

One-Color Solid



The world's networking company™

Positive and Reverse

Positive



The world's networking company™

Reverse



The world's networking company™

Color Specifications

Positive Full-Color Gradient Logos
Globe Symbol - Process Cyan, Process Black & Process Magenta
AT&T Logotype - Process Black
Tagline - 50% Process Black

Reverse Full-Color Gradient Logos
Globe Symbol - Process Cyan, Process Black & Process Magenta
AT&T Logotype - Knocked out to white
Tagline - Knocked out to white

Positive Two-Color Gradient Logos
Globe Symbol - Process Cyan & Process Black
AT&T Logotype - Process Black
Tagline - 50% Process Black

Reverse Two-Color Gradient Logos
Globe Symbol - Process Cyan & Process Black
AT&T Logotype - Knocked out to white
Tagline - Knocked out to white

Positive Two-Color Solid Logos
Globe Symbol - Process Cyan or Process Blue
AT&T Logotype - Process Black
Tagline - 50% Process Black

Reverse Two-Color Solid Logos
Globe Symbol - Process Cyan or Process Blue
AT&T Logotype - Knocked out to white
Tagline - Knocked out to white

Positive One-Color Solid Logos
Globe Symbol - Process Black
AT&T Logotype - Process Black
Tagline - 50% Process Black

Reverse One-Color Solid Logos
Globe Symbol - Knocked out to white
AT&T Logotype - Knocked out to white
Tagline - Knocked out to white

Note Always use approved reproducible artwork which is available for download from the AT&T Brand Center at www.att.com/brand.

Color Specifications

Positive Full-Color Gradient



The world's networking company™

Reverse Full-Color Gradient



The world's networking company™

Positive Two-Color Gradient



The world's networking company™

Reverse Two-Color Gradient



The world's networking company™

Positive Two-Color Solid



The world's networking company™

Reverse Two-Color Solid



The world's networking company™

Positive One-Color Solid

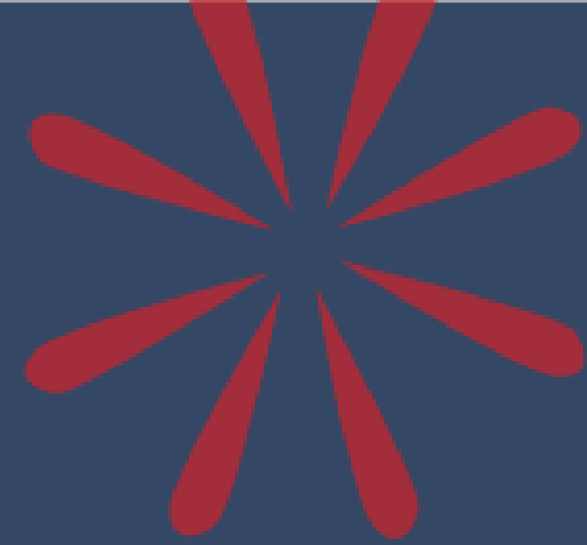


The world's networking company™

Reverse One-Color Solid



The world's networking company™



Chapter 10

Brand Slogan



A brand slogan, also known as a tagline or strapline, is a brief and memorable phrase or motto that encapsulates the essence, mission, or promise of a brand or product. It often accompanies a brand's logo and serves as a concise statement that conveys the brand's positioning, values, or unique selling proposition.

Nike



De Beers



Importance of a Brand Slogan:

Memorability: A well-crafted slogan can be catchy and memorable, making it easier for consumers to recall the brand when making purchasing decisions.

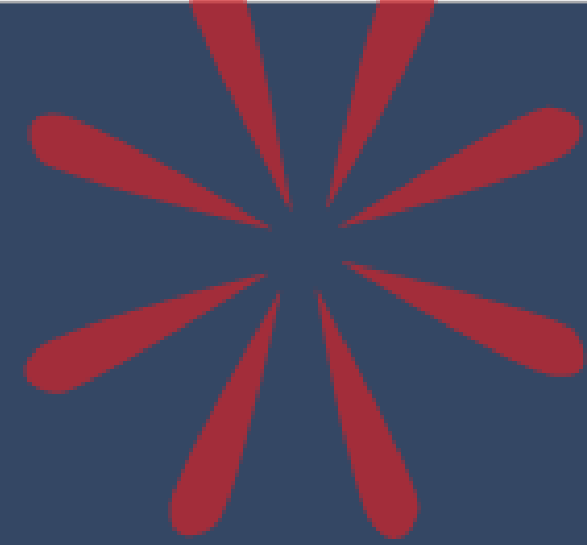
Differentiation: In a crowded marketplace, a unique slogan can help a brand stand out from competitors by highlighting its distinct features or benefits.

Emotional Connection: A slogan can evoke emotions and resonate with consumers, fostering a deeper connection and loyalty to the brand.

Communication: It succinctly communicates the brand's promise, mission, or value proposition, providing clarity to consumers about what the brand represents.

Consistency: A consistent slogan helps in maintaining brand consistency across various marketing channels and touchpoints, reinforcing the brand's identity and message.

➤ **In summary, a brand slogan plays a crucial role in shaping perceptions, reinforcing brand identity, and influencing consumer behavior. It serves as a powerful tool in brand communication and positioning.**

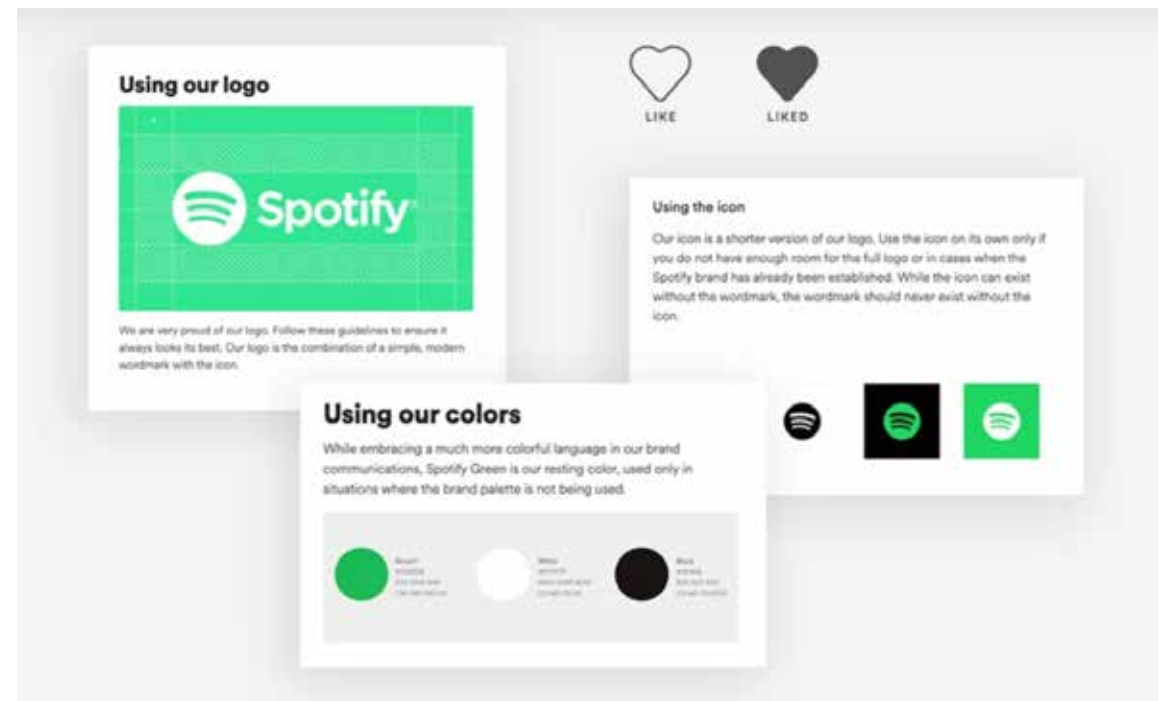


Chapter 11

Visual Identity



This section in the brand guideline acts as a roadmap, offering clear directives on logo usage, color palettes, typography, imagery, and design elements. It seamlessly integrates visual and messaging principles, outlining the preferred tone, key messaging strategies, and even suggestions for taglines or slogans. This section ensures a consistent and compelling brand experience across all channels, empowering stakeholders to convey a unified narrative that aligns seamlessly with the brand's identity and values.



Things to note

Company information:

Details of your brand's history, mission, values, and vision.

Imagery:

Icons, image design elements, and photo types that are to be used.

Logo design and use:

Guidelines on logo usage, including color palette, file format(s), minimum and maximum sizes, contexts, spacing, and usage permissions, such as where images should and shouldn't appear.

Tone and grammar:

Instructions on tone of voice and grammar rules.

Cards and letterheads:

Template for business card and letterhead designs.

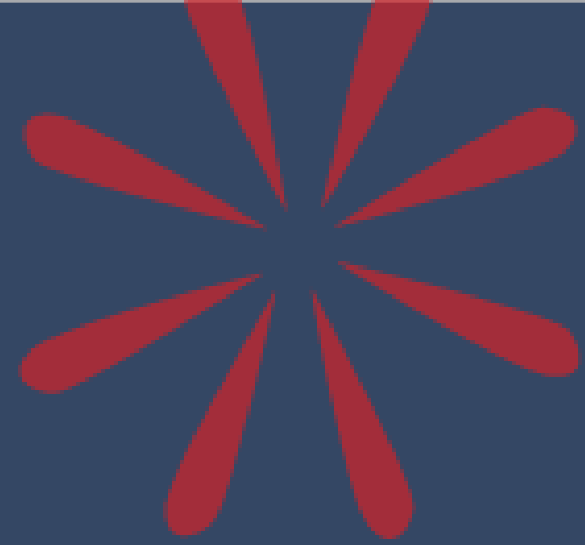
Fonts:

Font styles and text sizes for both print and digital media.

Color palette:

Color palette information, including CMYK and RGB codes.”

➤ **In summary, a brand slogan plays a crucial role in shaping perceptions, reinforcing brand identity, and influencing consumer behavior. It serves as a powerful tool in brand communication and positioning.**



Chapter 12

Logo Usage



The section in the brand guidelines provide a concise blueprint for a unified brand image. It details the proper application of the brand logo, including variations and minimum sizes. Simultaneously, it offers guidance on messaging, defining the preferred tone and key messaging principles, facilitating the creation of impactful taglines or slogans. This section ensures a seamless brand experience across platforms, aligning visual identity with messaging for authentic and consistent communication.





Primary and secondary typeface

As a general rule of thumb, logos should have one or 2 fonts, including bolded variations. In most cases, using too many fonts will cause a cluttered and amateur-looking design. Once you've chosen the right fonts for your logo, use the guide to name those fonts and font styles.

Within your guide, you will state all the acceptable color variations for your logo.

This includes:

- » Logo colors over white backgrounds
- » Logo colors over dark backgrounds
- » Monochromatic (black and white) logo
- » Reversed logo colors



➤ Do's

The guidelines help avoid things like altering the logo in any way, causing it to lose its integrity by stretching or presenting it in a way that is not harmonious with the rest of the brand's voice.

There should be sufficient clear space around the logo to let it breathe and prevent its clarity and visual impact from being obstructed.

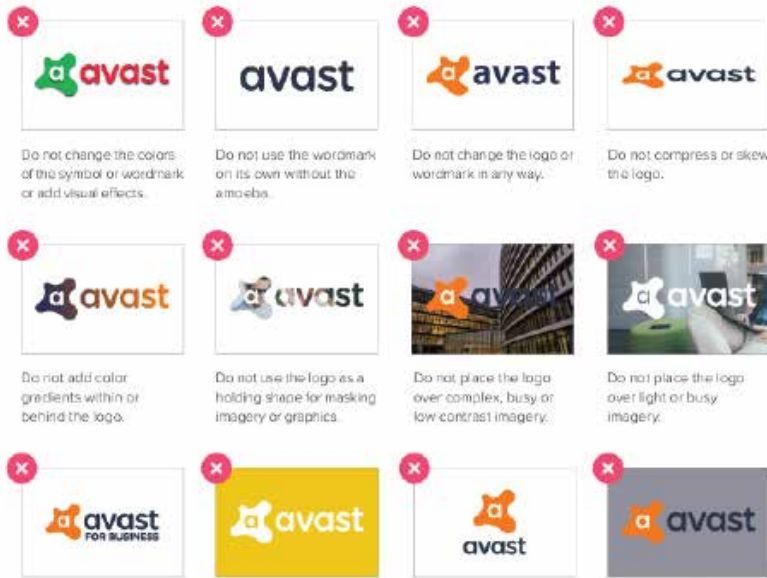
- Keep it legible.
- Consider scalability.
- Have different logo lockups & color variations.
- Have a professional create your logo.



Don'ts

The Avast logo has been designed to ensure optimal results when reproducing it at a variety of sizes across different types of media. Use the logo according to the specifications in these guidelines. Improper use of the Avast logo diminishes the impact of the brand identity and compromises our ability to protect it legally.

Take care to avoid the possible misuses of the Avast logo as shown here. The only acceptable alteration of the logo is increasing or decreasing its size through proportional scaling of the original vector artwork. The following incorrect uses apply to all logo versions.



Logo Misuse

Do not crop the logo



Do not change the transparency of the logo



Do not shuffle around the colors of the octothorpe



Do not use different colors



Do not change the size or position of the octothorpe and logotype



Do not distort the logo



Do not use drop shadows or any other effects



Do not re-create using any other typeface

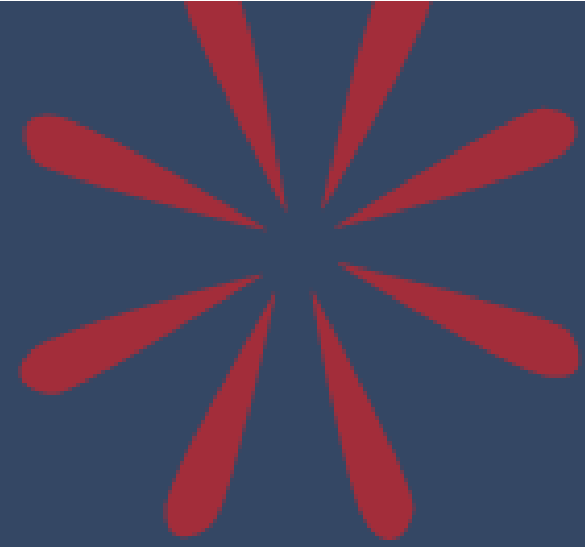


Do not outline logotype



Do not rotate any part of the logo





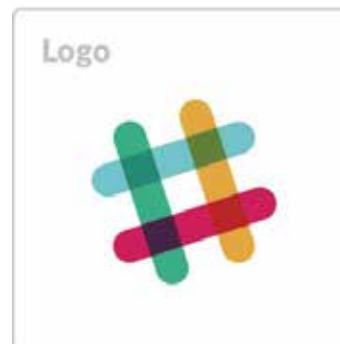
Chapter 13

Logo Variation



This section in the brand guideline defines the permissible adaptations of the brand logo to ensure versatility and consistency. It outlines variations, such as color options, grayscale versions, and sizes, providing clear directives on their appropriate use in diverse contexts. This section serves as a practical guide for maintaining the logo's visual integrity while accommodating different mediums and applications. By offering concise instructions on variations, the brand guidelines empower users to present a unified brand image across a spectrum of scenarios, fostering brand recognition and coherence in visual representation.

A logo variation is a rearranged version of your primary logo design that gives your brand the flexibility to show up consistently, and recognizably, in different placements.





4 Different Types of Logo Variations

Primary Logo

A primary logo is the main logo used to represent your brand. All other brand logos stem from this primary logo design.

Primary logos are typically horizontal, and the most comprehensive of all brand designs. Any tagline(s), established dates, illustrations, icons, locations, etc., usually make their way into this grandeur logo.

Your primary logo design needs lots of space because of its intricacies and size. Use your main logo in places where it has plenty of room to breathe and isn't restricted by space.

Placements: Desktop website header, large print collateral (e.g., signs).



Secondary Logo

Depending on your industry, a secondary logo can be vertical or horizontal. Alternate secondary logos tend to be stripped-down, stacked versions of your primary logo.

It tends to remove any creative elements or taglines from secondary logo designs and focus on the brand name (also known as a wordmark logo).



Submark Logo

Submark logos (also known as logo submarks, brandmarks, and alternate marks) are simple, small, but identifiable brand designs.

Some submark designs include the full business name and/or a creative element. If the submark only uses your brand's initials, it's known as a lettermark. Submarks fit in condensed spaces where the larger logo variations won't work. Placements: Social media profile images, website footer, mobile website header.



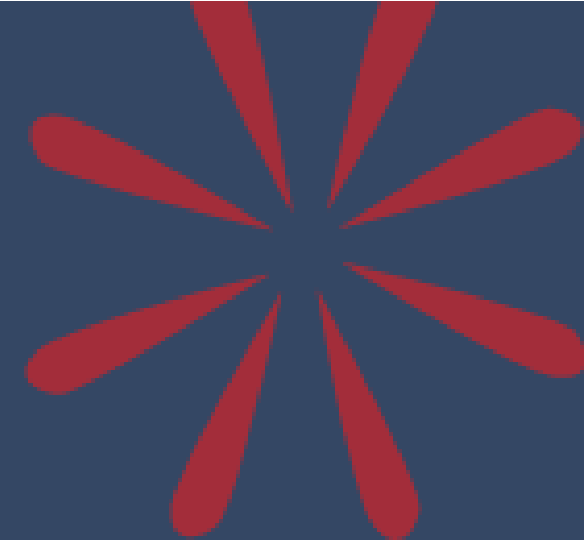
Favicon

Fav-icon. Think, “icon.” Favicons are similar to submarks, but an even smaller design mark that only includes your brand initials OR a tiny illustration.

Typically a square or circular brand mini-mark.

Placements: Website browser tab.





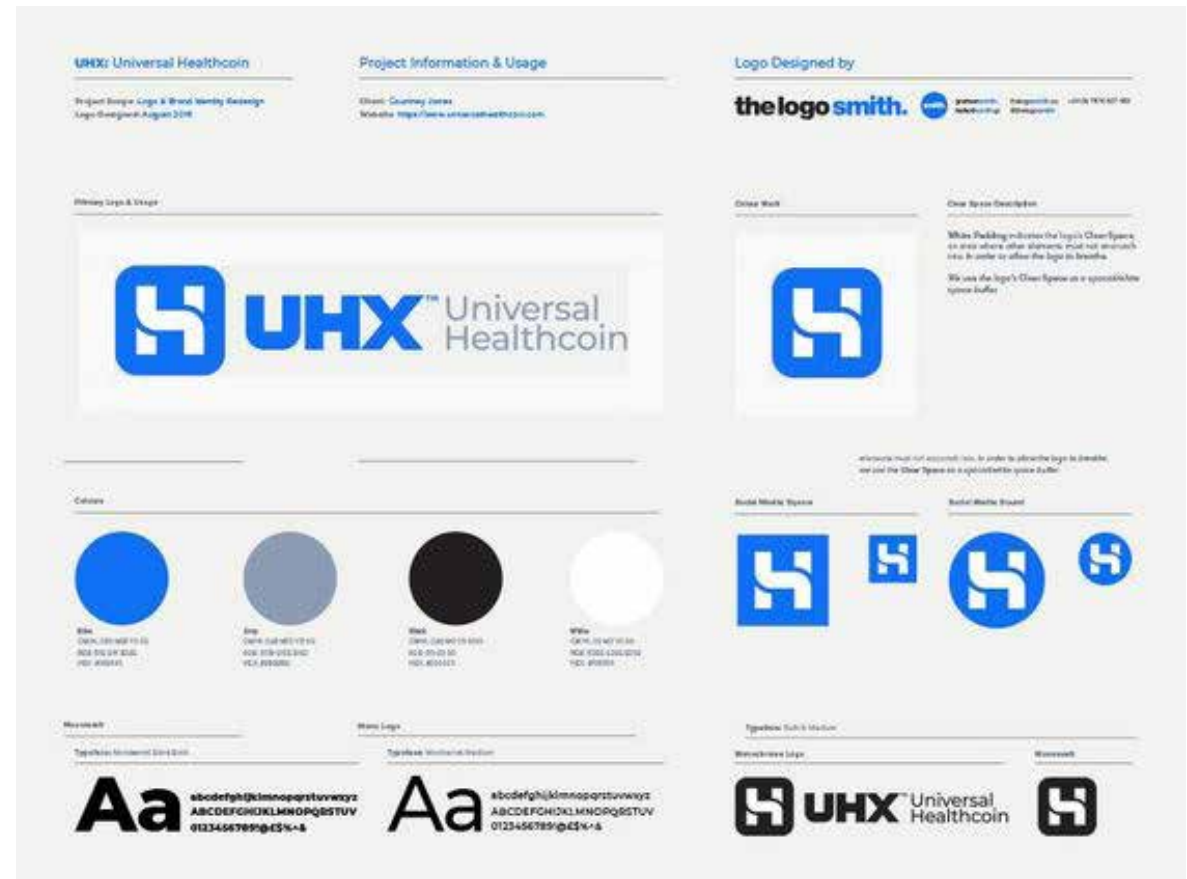
Chapter 14

Clear Space



This section in the brand guideline defines the permissible adaptations of the brand logo to ensure versatility and consistency. It outlines variations, such as color options, grayscale versions, and sizes, providing clear directives on their appropriate use in diverse contexts. This section serves as a practical guide for maintaining the logo's visual integrity while accommodating different mediums and applications. By offering concise instructions on variations, the brand guidelines empower users to present a unified brand image across a spectrum of scenarios, fostering brand recognition and coherence in visual representation.

A logo variation is a rearranged version of your primary logo design that gives your brand the flexibility to show up consistently, and recognizably, in different placements.



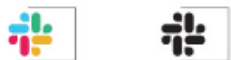
To maintain the integrity and visibility of the logo, avoid crowding it with type, imagery, or graphic elements. The minimum clear space surrounding the logo is proportional to the height of the 'a' in the amoeba. Always use this clear space – or more, whenever possible – when using the logo in communications.



There is a specific logo for small sizes and should be used when the logo is rendered at a size between 50px wide and 90px wide. The small logo mark should be used at a size between 15px tall and 20px tall. Only the horizontal logos are appropriate for small use. Do not use the stacked logo for small use.



20px height, approx.



(or approx. 0.28 inches)

15px height, approx.



(or approx. 0.2 inches)

Maximum Sizing for Small Use Logo

90px wide, approx.



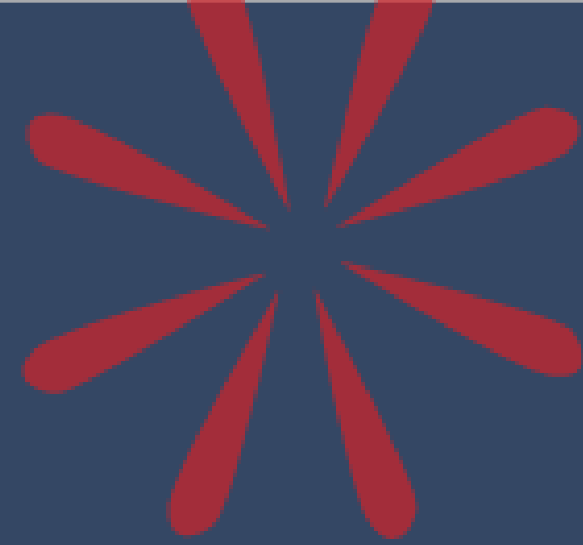
(or approx. 1.25 inches)

Minimum Sizing for Small Use Logo

50px wide, approx.



(or approx. 0.7 inches)

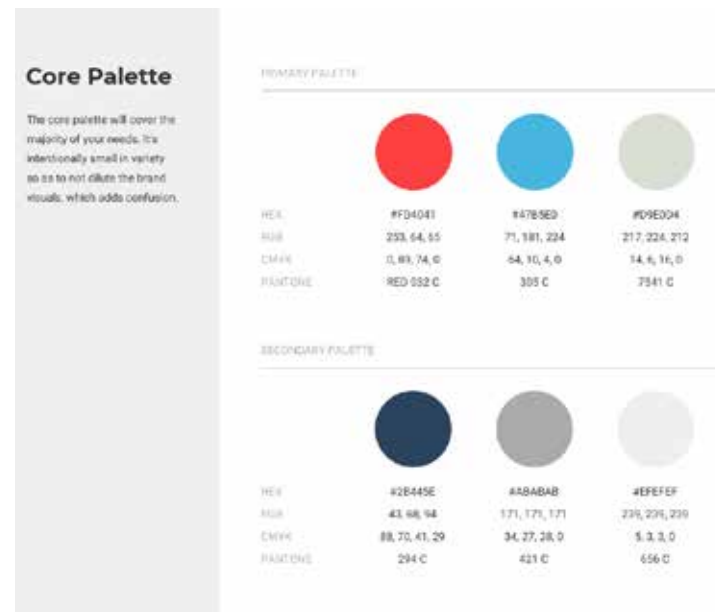


Chapter 15

Color Palette



The section in the brand guidelines provide a concise blueprint for a unified brand image. It details the proper application of the brand logo, including variations and minimum sizes. Simultaneously, it offers guidance on messaging, defining the preferred tone and key messaging principles, facilitating the creation of impactful taglines or slogans. This section ensures a seamless brand experience across platforms, aligning visual identity with messaging for authentic and consistent communication.

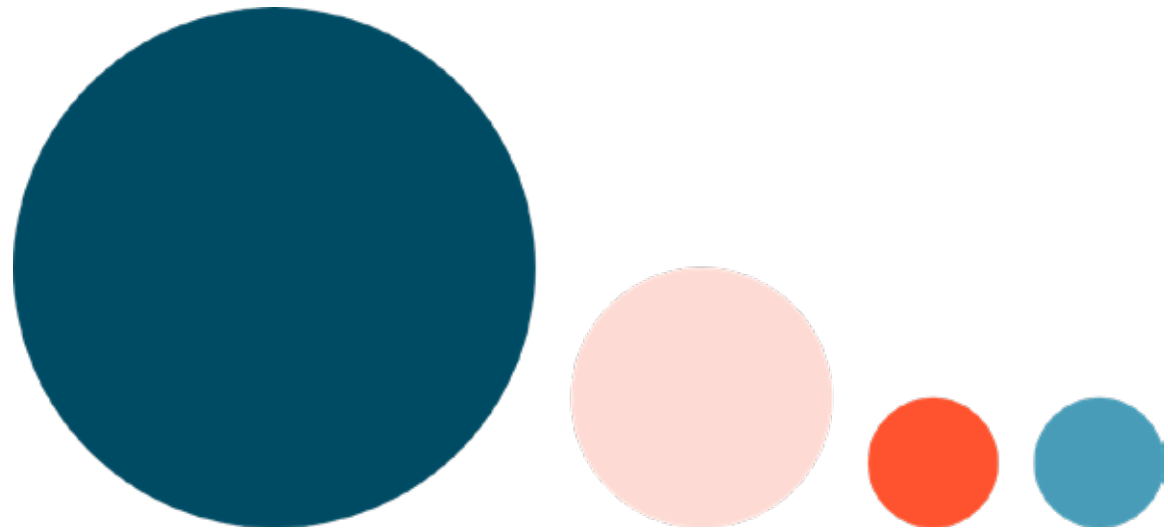
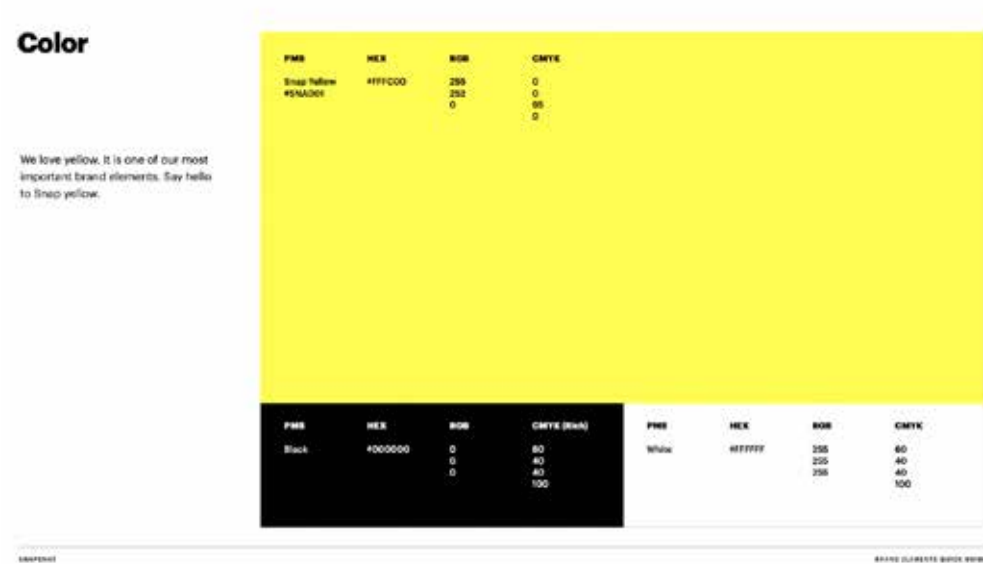


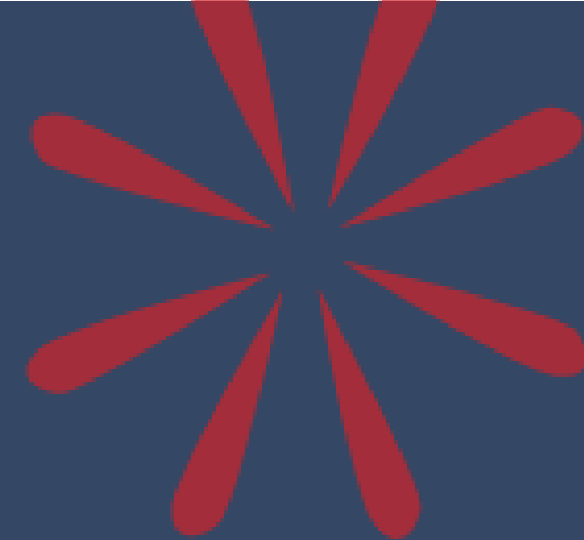
Color proportions

A color proportion scale is a great way to demonstrate how much the colors should be used. This can be displayed in a circular diagram, rectangular layout, chart or in abstract shapes. The primary color is the largest color with the secondary color being a medium size and the tertiary color in the smallest form.

Here is the rule of thumb for showing color proportions:

- 3 colors: primary color $\frac{1}{2}$; 2 secondary colors $\frac{1}{4}$ = 50:25:25
- 4 colors: 2 primary colors $\frac{1}{3}$; secondary color $\frac{1}{6}$; tertiary color $\frac{1}{12}$ = 33:33:16:8





Chapter 16

Typography and Fonts



This section in the brand guidelines concisely establishes the preferred typefaces and styles that contribute to the brand's visual identity. It outlines primary and secondary fonts, specifying their usage in different contexts, such as headings, body text, and other design elements. This section serves as a guide for maintaining a cohesive and recognizable typographic theme across diverse materials. By offering clear directives on font choices and usage, the brand guidelines empower users to communicate a unified and distinctive visual language, reinforcing the brand's identity and facilitating a consistent aesthetic appeal in various communication channels.



Type of Fonts

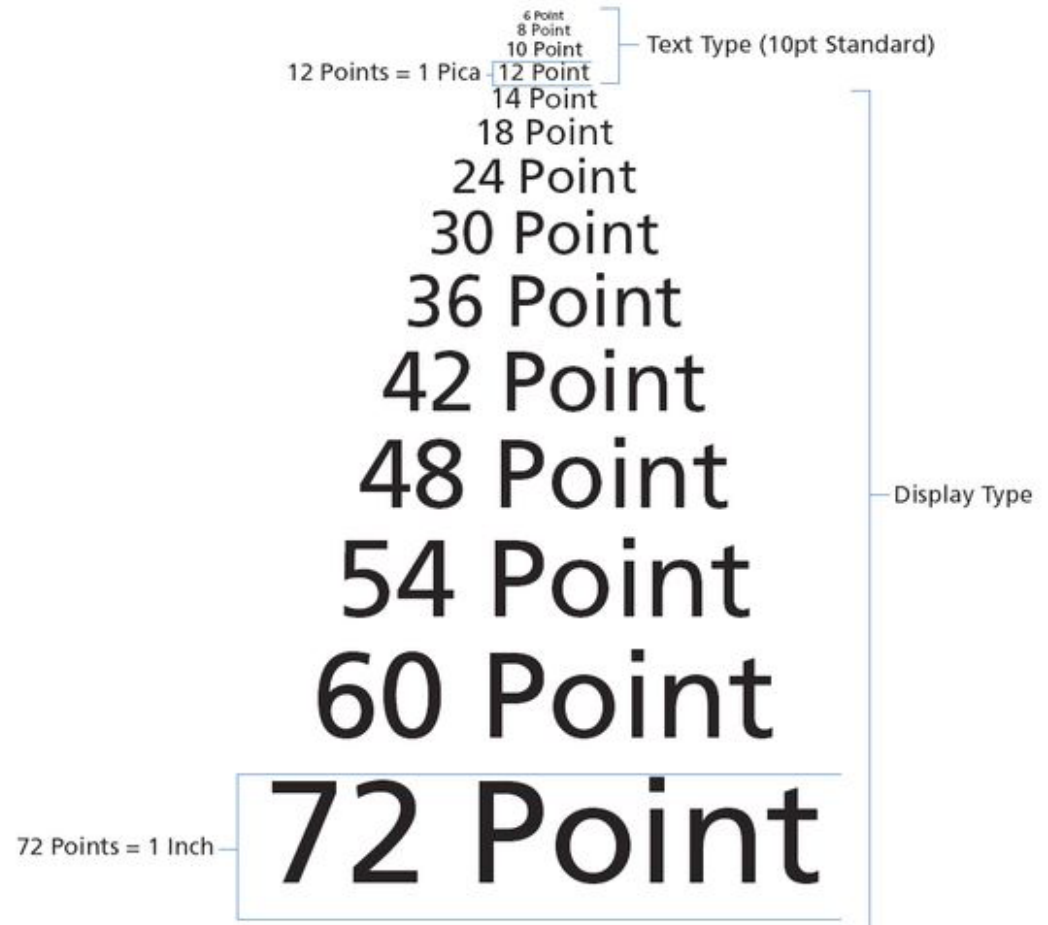
As noted, typography shapes a company's personality. Therefore, it is vital to consider what typeface will be at the forefront of forming this image – primary font. To add variation, a company may have a secondary typeface which is limited for distinct purposes or recipients.

- **Primary:** the most recognizable and frequently used font
- **Secondary:** a supplementary font to the primary font
- **Web safe default:** a backup font that displays when a digital device doesn't support the specified font. This is because the font is not installed on the device or originates from an unfriendly source. The most common fonts include Arial, Verdana, Helvetica, Courier, and Times New Roman.



Size

Font sizes should be specified for both print and digital use. There are four different size formats: points (pt), pixels (px), percent (%) and ems (em). Usually, a company does not have guidelines for font sizes in each format. In contrast, they choose a format that best suits their needs.



Weight

The weight of the fonts informs how thick the letters are. The weight can be defined as regular, light, medium, bold or italic as well as a personalized classification. The weight is represented in numeric terms on a scale from 1 to 1000. A high number indicates a thick font. For print, the weight is not specified in numeric terms but only as it's named.

CSS3 module written by C3C describes the standard names and sizes for the font's weight:

- Thin: 100
- Extra Light/ Ultra Light: 200
- Light: 300
- Normal/ Regular: 400
- Medium: 500
- Semi Bold/ Demi Bold: 600
- Bold: 700
- Extra Bold/ Ultra Bold: 800
- Black/ Heavy: 900

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 abcdefghijklmnopqrstuvwxyzåäö
 1234567890?!"#\$%&'()*[]=

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 abcdefghijklmnopqrstuvwxyzåäö
 1234567890?!"#\$%&'()*[]=

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 abcdefghijklmnopqrstuvwxyzåäö
 1234567890?!"#\$%&'()*[]=**

Hierarchy

Standard specifications, like style, size, weight and color, are outlined for print and digital use. This includes forms of advertisement, office documents, contracts/policies, presentations and templates. Digitally, this incorporates emails, articles, header styles, body text, tabs, buttons and menu.

Epilogue Bold / size 80 / Line 88 / Space -2

Epilogue Bold / size 56 / Line 64 / Space 0

Epilogue Bold / size 40 / Line 48 / Space 0

Epilogue Bold / size 38 / Line 48 / Space -0.75

Epilogue Bold / size 32 / Line 40 / Space -0.2

Inter Bold / size 16 / Line auto / Space 5%

Inter Semibold / size 14 / Line auto / Space 5%

Inter Regular / size 24 / Line 36 / Space 0

Inter Regular / size 20 / Line 32 / Space -0.1

Inter Medium / size 20 / Line 32 / Space -0.1

Inter Semi Bold / size 20 / Line 32 / Space -0.1

Inter Regular / size 16 / Line 24 / Space 0

Inter Medium / size 16 / Line 24 / Space 0

Inter Semi Bold / size 14 / Line 24 / Space 0

Inter Regular / size 14 / Line 20 / Space 0

Inter Medium / size 14 / Line 20 / Space 0

Inter Semi Bold / size 14 / Line 20 / Space 0

Inter Regular / size 12 / Line 16 / Space 0

Inter Medium / size 12 / Line 16 / Space 0

Inter Semi Bold / size 12 / Line 16 / Space 0

Display

Header 1

Header 2

Header 3

Header 4

HEADER 5

HEADER 6

Body XL, 400

Body Large, 400

Body Large, 500

Body Large, 600

Body Regular, 400

Body Regular, 500

Body Regular, 600

Body Small, 400

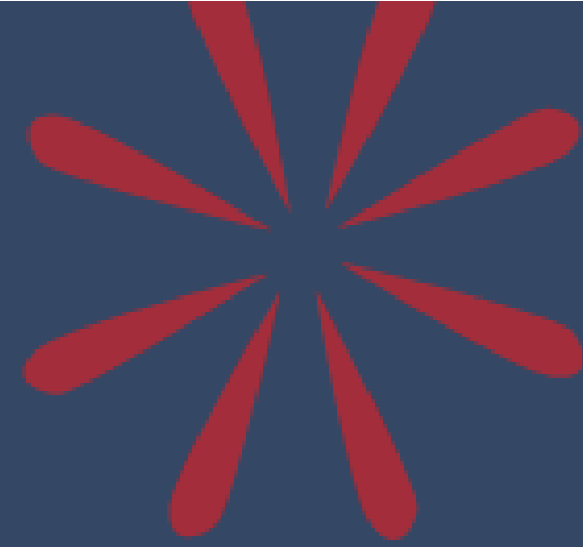
Body Small, 500

Body Small, 600

Body Tiny, 400

Body Tiny, 500

Body Tiny, 600



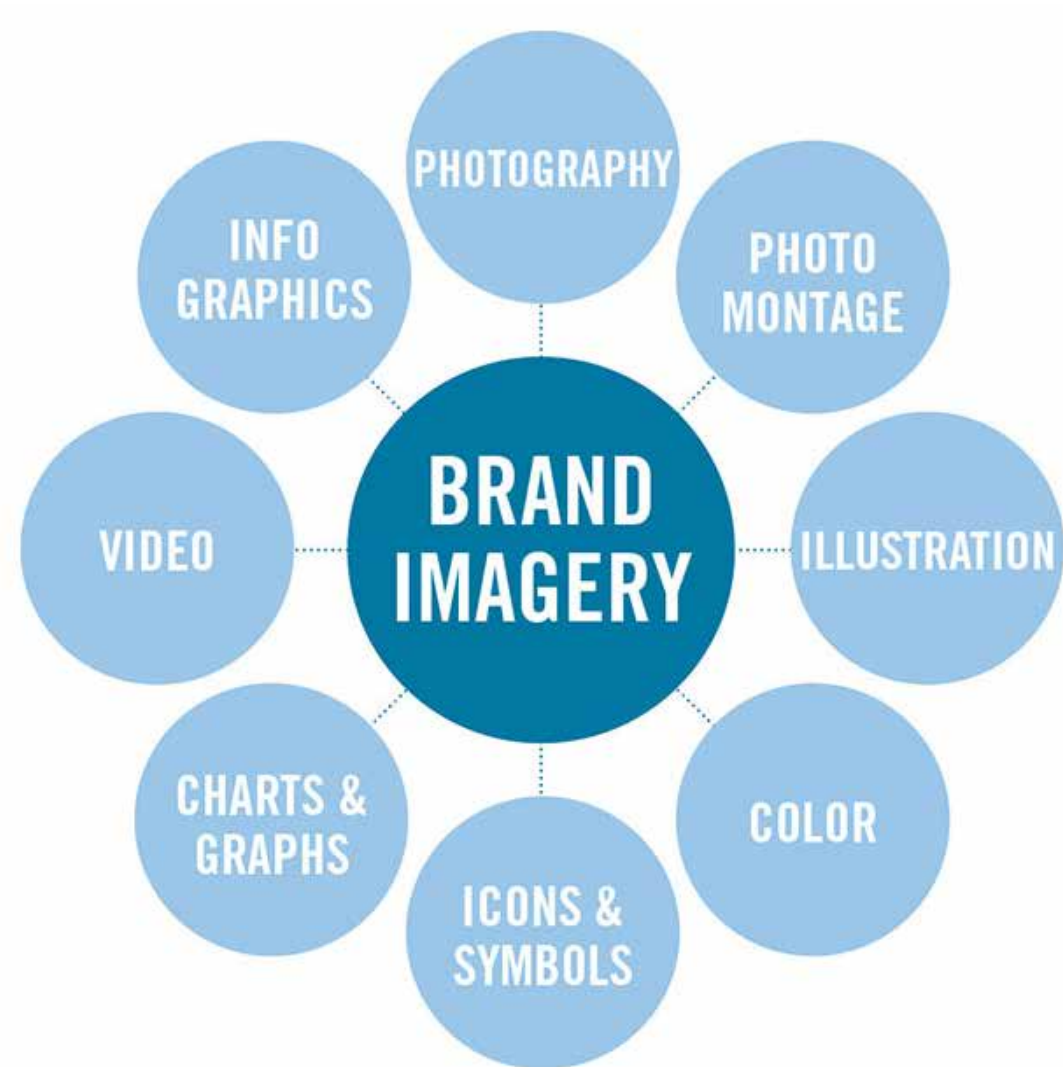
Chapter 17

Imagery and Photography



This section in the brand guidelines succinctly defines the brand's visual language by incorporating Image Style and Photo Usage Guidelines. It outlines the preferred style for images, encompassing tone, composition, and subject matter to maintain a consistent visual narrative. Additionally, this section offers clear directives on how to use and incorporate photographs to enhance brand messaging. By providing guidelines for a cohesive image style and proper photo usage, the brand guidelines empower users to create visuals that align seamlessly with the brand's identity, fostering a unified and impactful visual presence across various platforms and communication materials.

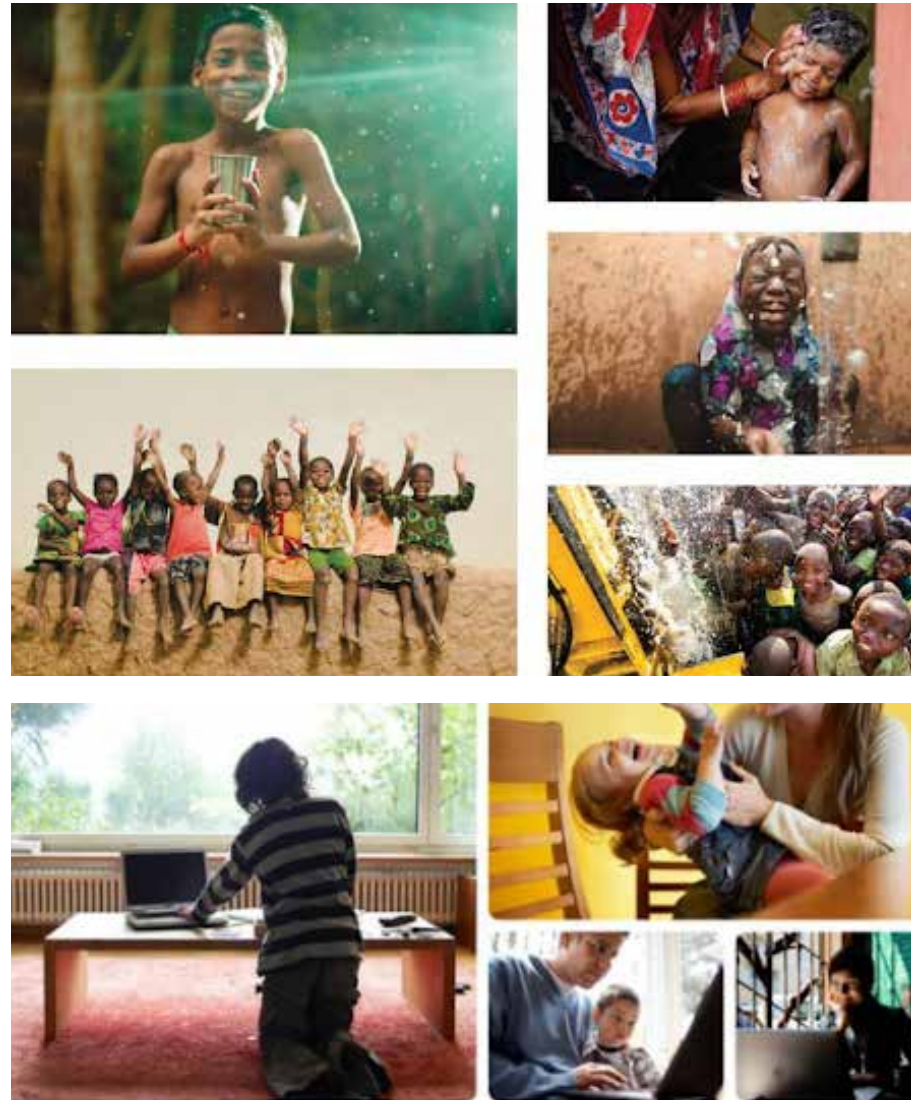
Brand Imagery is one tool within your Brand Identity kit that defines the aesthetic appearance of your brand's core messaging. It's basically what it sounds like: pictures. Brand imagery is one visual story-telling component of your Brand Identity, and it's often overlooked to the detriment of a brand's integrity.

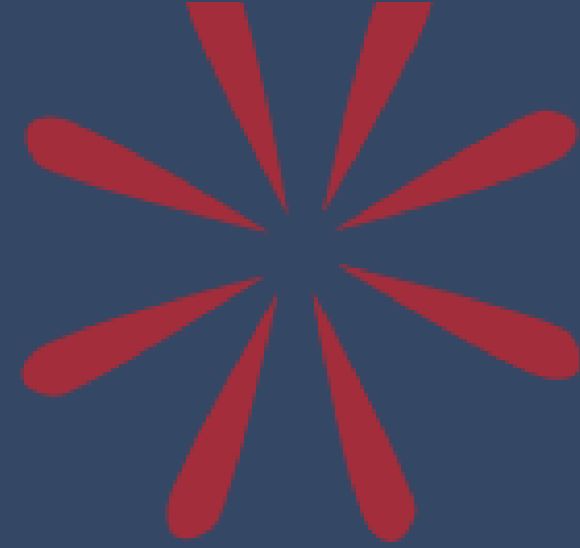


These factors affect the imagery for a brand the most

CSS3 module written by C3C describes the standard names and sizes for the font's weight:

- **Positioning:** The imagery should match to how the given brand wants to position itself. It can be Human-centric, Lifestyle-centric or even abstract, depending on how the brand wants to connect to it's audience and position their message.
- **Brand ideology:** The images should match with the brand ideology, as image is a visual aid to communicate your message to the given audience/customer. Following this is important as it can affect the overall design of the given creative/product.
- **Colors:** It is important for an image to match the brand colors to the maximum extent, can be a direct match or an image with colors which complement the existing colors It creates a sense of harmony for user/viewer, which is important for a brand as the image and the colors along with content are meant to invoke an emotion in the customer/viewer.



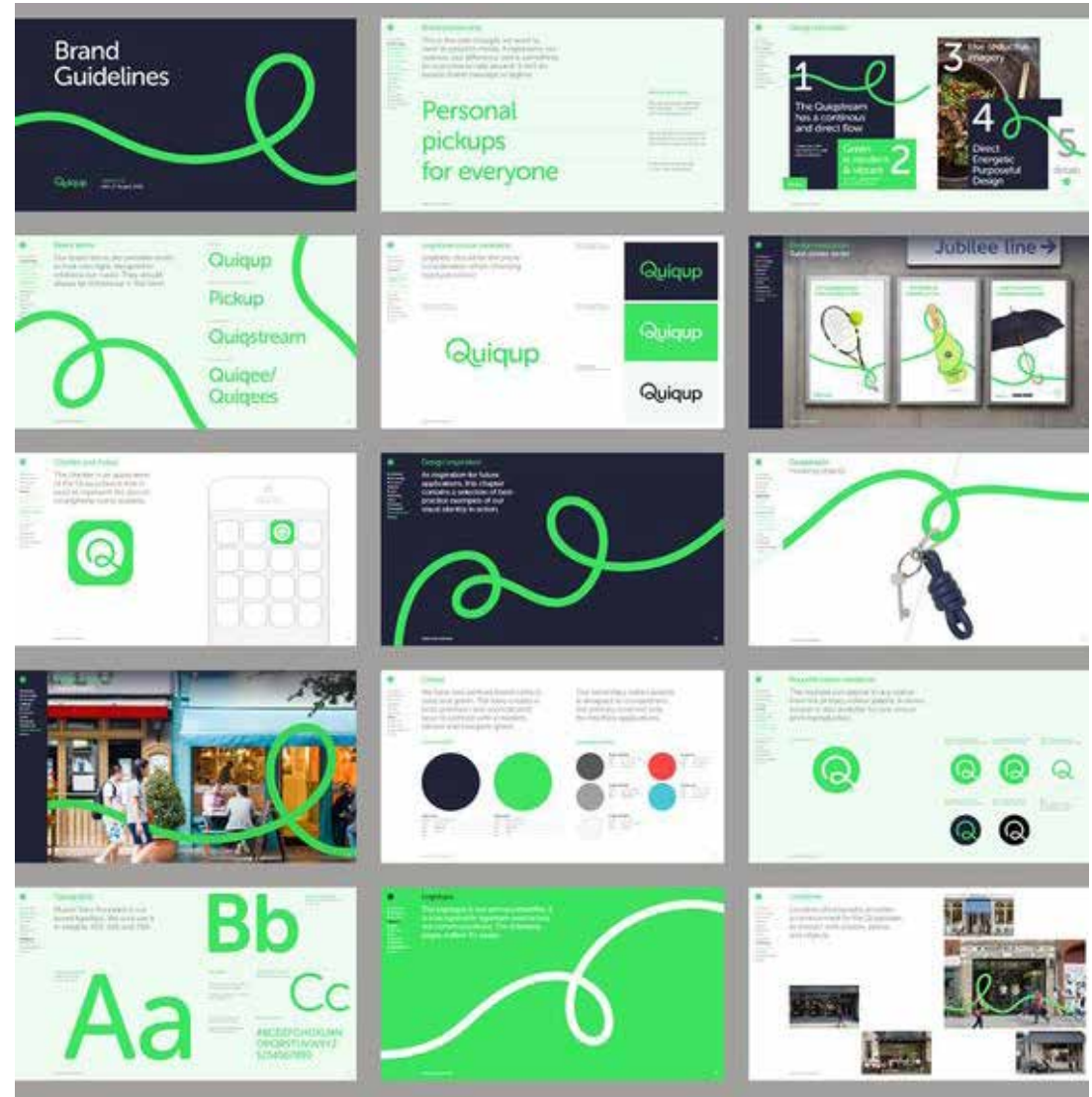


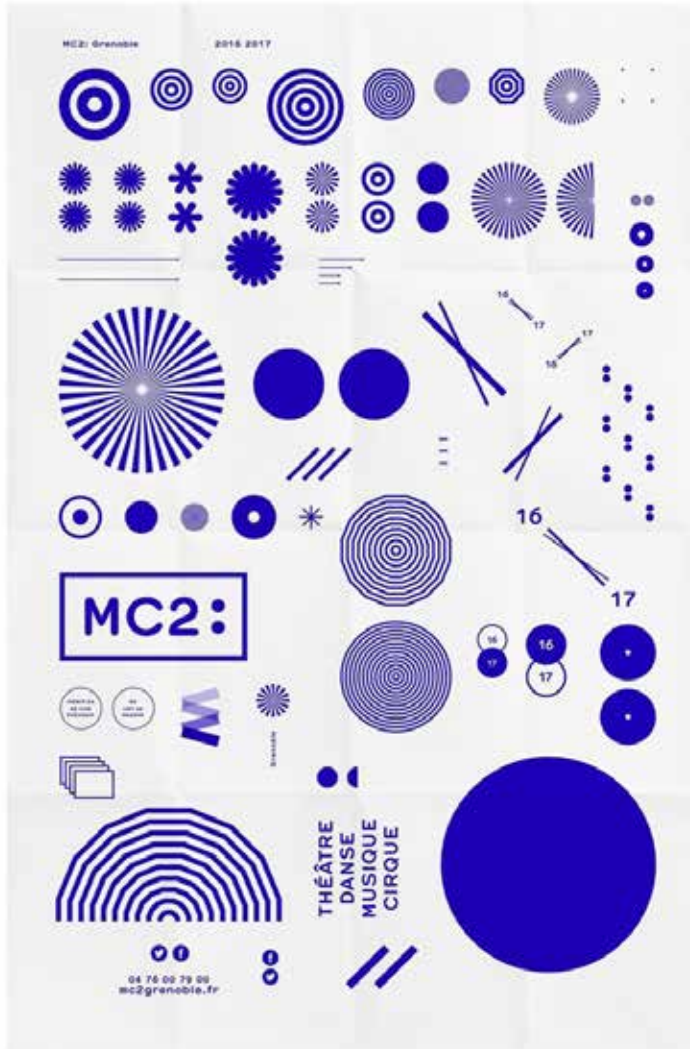
Chapter 18

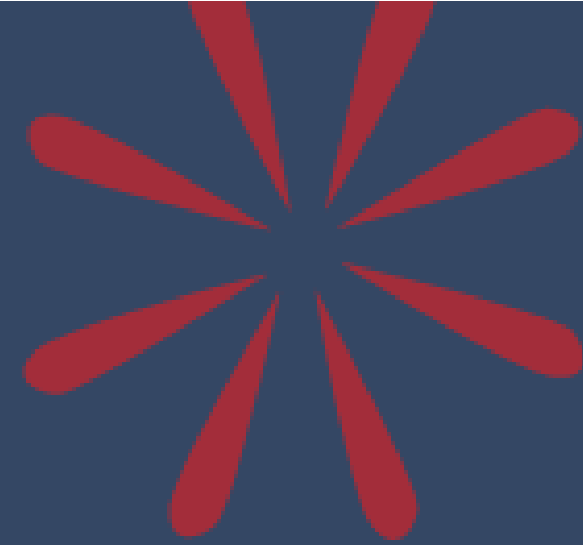
Design Elements



This section in the brand guidelines includes design elements, patterns, texture, icons, graphics and any other essential visual components that contribute to the brand’s overall design language. It outlines approved design elements, patterns, and textures, providing clear directives on their integration for a cohesive aesthetic. This section also addresses the usage of icons and graphics, specifying preferred styles and contexts for their application. By offering comprehensive guidelines on these design elements, the brand guidelines empower users to create visually compelling and consistent materials that resonate with the brand’s identity, ensuring a unified and impactful presentation across a diverse range of mediums and communication channels.







Chapter 19

Brand guideline compliance

- This section in the brand guidelines outlines the essential protocols and measures to ensure consistent adherence to the established brand standards. It describes the importance of internal training programs to educate stakeholders on brand guidelines, fostering a unified understanding of brand identity. This section addresses stakeholder communication strategies, emphasizing the need for transparent and consistent messaging. Brand compliance audits are introduced to routinely assess and reinforce adherence to guidelines, maintaining the integrity of the brand across various touchpoints. By providing clear directives on compliance measures, this section aims to fortify the brand's visual and verbal identity, ensuring a cohesive and authentic representation in the marketplace.



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Who we are	6	Illustrations
How we describe the need for Slack	8	Icons
Brand values	10	Photography
Person and personality	11	Video
Voice and tone	13	
Section 2: Design elements	16	Section 3: Governance
The octothorpe	17	General terms
Our logo	18	Trademarks
Our logo (for small use)	19	Visual design of your website or app
Usage on backgrounds	20	Trade dress
One-color use	21	Merchandise
Logo misuse	22	Use requirements and terms
Core colors	24	Questions?
Secondary colors	25	
Accessible color combinations	26	
Typography: Lato/serif	27	
Typography: Slack Circular	28	
Type specimen: Ideal stack	29	
Localized languages	31	
Brand architecture	32	
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