BRAND ENSEMBLE

How do I use the brand guidelines template?

The following template contains the brand guidelines for a fictional company. Replace the guidelines, imagery and color value information with those of your own brand.We've included the most commonly used brand elements, but you may choose to add or remove items. It's all up to you!

What are the limitation of use?

There are no limitations! Feel free to use the template as a base for creating your own guidelines for personal, educational or commercial use.

One last thing?

Having brand guidelines are a great place to start. When you feel your team needs a fully features, centralized, brand management platform, let's talk. Brand Ensemble is here to help.

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Brand guidelines

Content

Open the document with a short statement regarding the importance of protecting the brand and the user's role in bringing it to life.

Your Brand Promise
The core idea that unifies your brand and motivates employees, customers and partners. This helps users understand not only **what** they should do, but also **why** they should do it.

Your Brand Positioning

A succinct, compelling statement identifying your company's superiority over competitors, its distinctive customer proposition, and the end-benefits it delivers.

Brand Personality Attributes

Up to six human traits defining the character/style of your brand expressed in communications and interactions.

Attribute 1
Provide words to help express attribute 1

Attribute 2
Provide words to help express attribute 2

Attribute 3
Provide words to help express attribute 3

Attribute 4
Provide words to help express attribute 4

Intro copy title goes here.

Short overview copy can help guide the user and make the document more scannable.

Logo

Use this opportunity to explain the story behind the logo and how it represents your brand.

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Logo clear space and minimum size
Provide guidance for users on protecting the logo and ensuring legibility across applications.

Minimum size for print

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x

Minimum size for print

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1"

Minimum size for onscreen applications

20px LOGO101

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Logo versions
Illustrate the different versions of the logo that are available and guidance on when to use them.

2-color positive

2-color reversed

All black logo

All white logo

Intro copy title goes here.
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Logo common mistakes
Illustrating incorrect applications of the logo can be a great educational tool on how to protect the logo's integrity and ensure legibility.

1.

2.

3.

4.

5.

6.

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Primary typeface and default typeface

If you choose to use a proprietary font to give your brand materials a more distinctive quality, make sure you adopt a common system font as well to manage compatibility issues for shared electronic documents.

Primary typeface

Alright Sans Light
Alright Sans Light Italic
Alright Sans Regular
Alright Sans Regular Italic

Alright Sans Bold
Alright Sans Bold Italic
Alright Sans Black
Alright Sans Black Italic

Default typeface

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

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Primary and secondary colors
Ilustrate the color palette and the specifications for both print and on- screen use; offer guidance on when to use the primary and/or secondary color palette.

Primary palette

PANTONE Cool gray 11

CMYK: C:44 M:34 Y:22 K:77
RGB: R:83 G:86 B:90
HEX: 53565A

PANTONE Process Cyan C

CMYK: C:100 M:0 Y:0 K:0
RGB: R:0 G:159 B:223
HEX: 009FDF

Secondary palette

PANTONE Cool gray 3

CMYK: C:8 M:5 Y:7 K:16
RGB: R:200 G:201 B:199
HEX: BBBCBC

PANTONE 540

CMYK: C:100 M:57 Y:12 K:66
RGB: R:0 G:48 B:87
HEX: 003057

PANTONE 7406

CMYK: C:0 M:20 Y:100 K:2
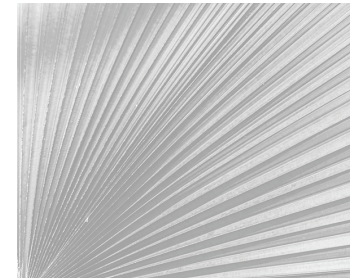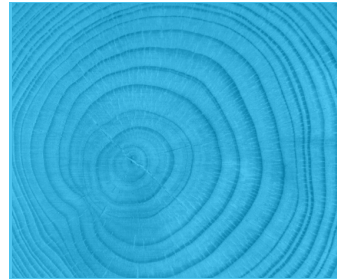**RGB:** R:241 G:196 B:0
HEX: F1C400

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Short overview copy can help guide the user and make the document more scannable.
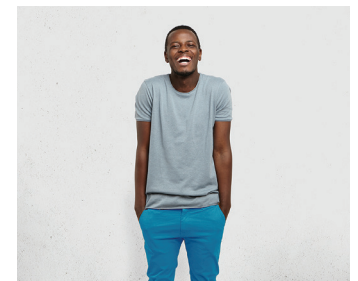
Imagery
Illustrate the type of images that help tell the brand story and guidance on categories, style and use.

Metaphorical imagery

People imagery

Images shown here and throughout this document are for illustrative purposes only and may not be used in any fashion without first purchasing usage rights.
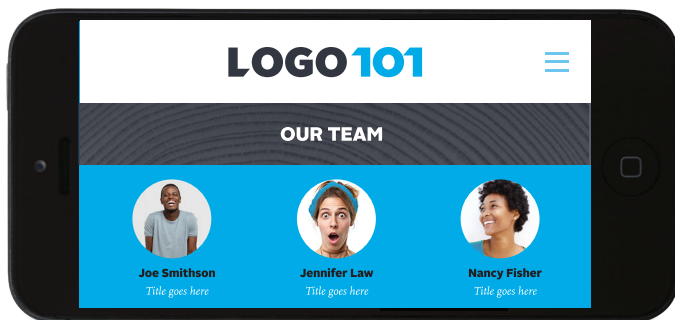
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Short overview copy can help guide the user and make the document more scannable.

Applications
Illustrate the brand in use across a range of notional materials; this helps the user see all of the brand elements come together.

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Contact

Provide an address of the company and the email or phone number of the person(s) responsible for the brand communications.

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