



IN BETWEEN
BRANDING

Branding Guide Template

Mission Statement

_____ aim/strives/works to _____
Your Business Name do what?

Slogan/Tagline

XXXXXXXXXXXXXXXX

Make it simple and catchy! It's great if you can use a same word or two from your mission statement

Target Market

In general, who are the people that will support your business?

If you had a business plan, this was likely in it. Go back to that!

Ideal Customer

BE SPECIFIC

Age. Gender. What do they do for a living? What do they do for fun?

Brand Messaging

Our brand message is a combination of who we serve, the value we offer them, and how we back up that value through proof of promise. The promise?

WHAT DO YOU PROMISE???

This is the message every piece of our brand (logo, colors, website, content, photos, ads, and social posts) must align with in order to build a sustainable, respectable, recognizable, and profitable brand.

Brand Voice

This is how we communicate with our current and potential clients to ensure we are attracting the kind of audience we are intending to serve.

What do we sound like to customers?

Logos

Primary

Variations

Color with XX

All White

All Black

To be used:

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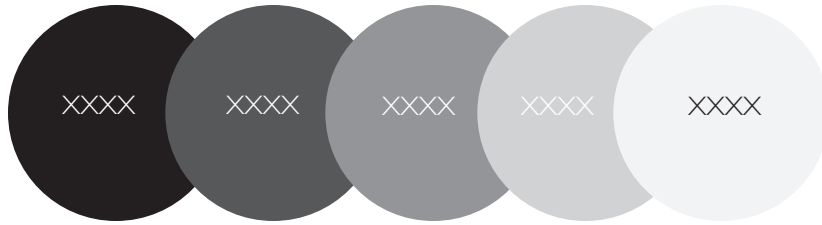
To be used:

Logo Standards

List your DO NOTS

Color Scheme

Color Codes



PMS Numbers

CMYK



C:
M:
Y: 15%
K: 0%



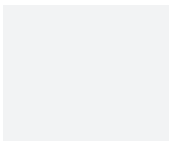
C:
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C:
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C:
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C:
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RGB



R -
G -
B -



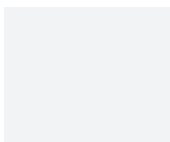
R -
G -
B -



R -
G -
B -



R -
G -
B -



R -
G -
B -

Typography

Logo Font:

Secondary Fonts:

Additional Branding Elements