

Brand Book

This brand book example gives you a better overview for what is necessary to maintain brand consistency. By answering the following questions you'll find everything you need to share within the company.

Also, a brand book is a "living" document, it's ever changing. By using a brand book and following a brand book, you will know what you forgot to write down. Documentation is key.

Introduction

Tell something about your brand.

What do you want to communicate?

How do you want others to perceive your brand?

What is your message and how is your tone of voice?

Be concise and clear.



Logo

Show your logo and how to use it properly

Logo concept

Logo variations

Logo construction and clear space

Logo application

Correct logo placement

Concept

Explain the core of your logo. Why are certain design choices made and how did the logo come together?

Variations

What are variations of the logo? Or what is NOT-DONE?

Remember that consistency is very important. Make sure that the use of variations is clear.

Symbol

Does your brand have a symbol. Show it here and explain how it came about.

TRIPPIN.

TRIPPIN

TRIPPIN.



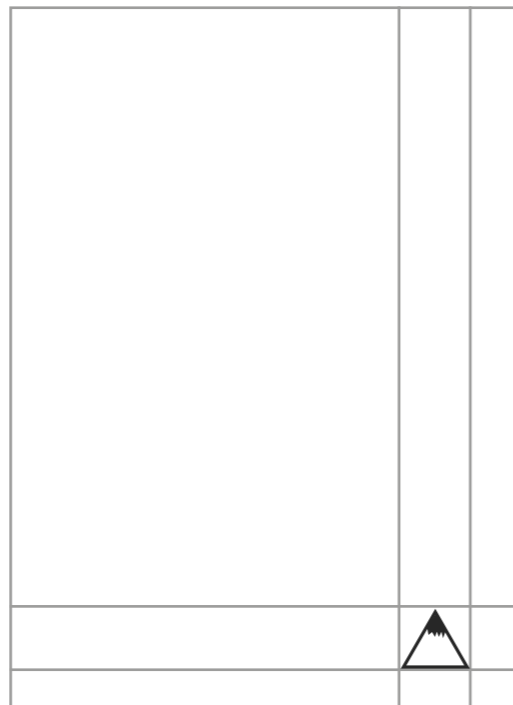
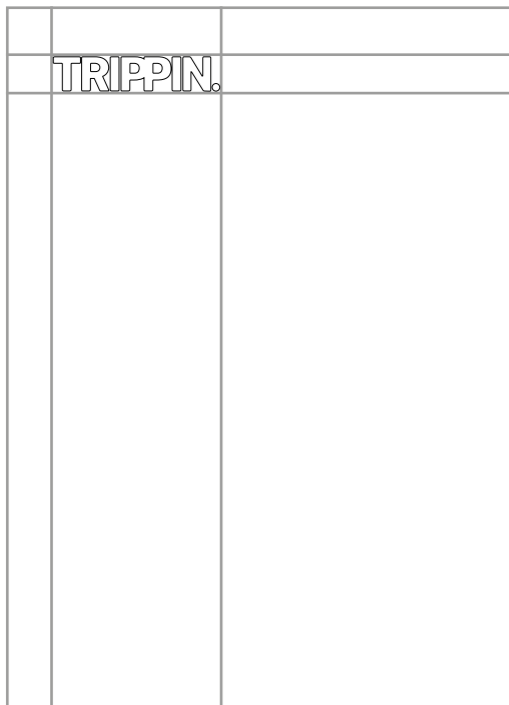
Construction & Clearspace

Show how your logo is constructed and how people should treat it.



Application and Placement

How should your logo be used on pages or on the web.



Fonts

Show your font and how to use it properly

Main font

Secondary font

Other uses

Main

Name of your Font

You've chosen your main font for a reason, readability, strongness, empowerment. Tell something about it. Are all the weights of the font family available?

Where do you want people to use this font, and where is the use of this font prohibited?

GT Walsheim Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890?!*+(.,)

GT Walsheim Regular
 abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNPOQRSTUVWXYZ
 1234567890?!*+(.,)

GT Walsheim Medium Oblique
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890?!+(.,)*

Secondary

Name of your Font

Your secondary font is to complement your main font. Tell something about it.
Are all the weights of the font family available?

Brandon Text Black

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890?!*+(.,)

Brandon Text Light Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890?!+(.,)*

Other uses

Is there another font available to use? Most e-mail services can't support special fonts. Try to incorporate a font for e-mailing to make sure that all of your communications are set in stone.

Light

Regular

Medium

Bold

Italic

Colors

Show your colors and how to use them properly

The primary colors

The secondary colors

Primary colors

An important part of your brand identity is the consistent use of the brand colors. With consistent use in the right proportions of these colors, the brand remains recognisable.

Describe how people should use the brand color. Name all the different codes for print and screen to make sure they're used correctly.

PANTONE
2394 C

Mention where to use your
primary colors, and where not

PANTONE
2394 C
C80 M50 Y0 K0
R5 G130 B240

PANTONE
Black 6 C

Does your color palette have
some supporting colors, show
them and how to use them.

PANTONE
Black 6 C
C90 M80 Y60 K90
R2 G2 B3

PANTONE
2394 C



PANTONE
Black 6 C



**The Color System
can be used to
create a color
theme that reflects
your brand or style.**

Secondary colors

Color is a great identifier: sport teams, airlines, and tech companies “own” colors that are instantly recognizable and represent who they are.

By understanding this principle you could use color to influence the way people think about your company, and build strong associations with your brand and products.

Also think and describe other ways people could use color.
For instance: The use of gradients.

Ocean Green



#64BE96

Orange



#F58C41

Red Coral



#F05A37

Design

Photography

Social Media

Email

Merchandise

Presentation

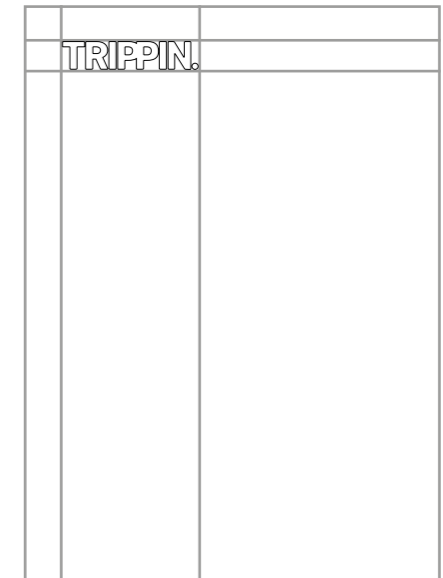
Design

What is the design like?

For example: what is the styling of the design, what are the key components to its design?

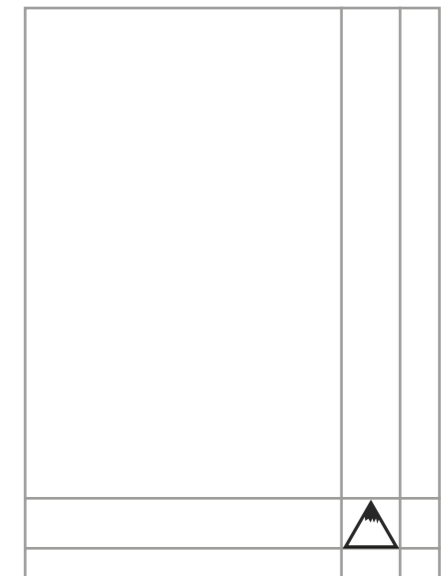
What rules have you set for different publications? For instance: Logo placement, header styling.

Show some examples of your publications for inspiration and reference!

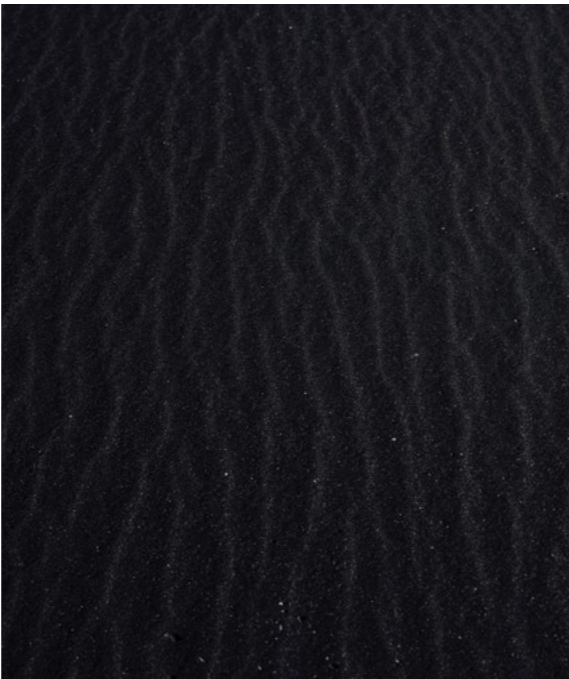


Business card

What is mandatory on your business cards? Some examples: name, job, phone number, email.



Photography



What is the focus and feeling of the photographs?

For example: Only black and white photos, use a certain filter, what should an external photographer know before taking photos?

Social Media

What kind of post are used on the social media channels?

For example: How many times a week, what is the message you're sharing, what type of posts (activation, lead generation, awareness), styling of the images.

Show and tell how people should use the company's social media.

What is your tone of voice?

What kind of graphics / image do you want to use?

Is the use of the logo in every image necessary?

Visualization

Put some examples and best practices in here!

For internal and external use, make sure that everyone is on the same page.



Email

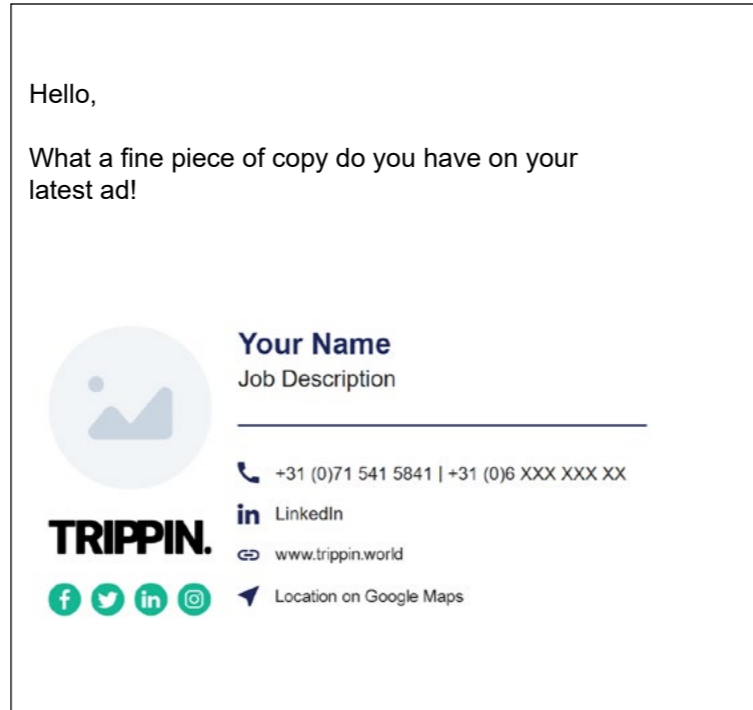
What are the guidelines for emailing?

For example: Do you say “Hi” or “Dear”, formal or informal.

Write which font people should use and what size. Use a font that’s universal on all devices for optimal reading.

Show your email signature and how to get one!

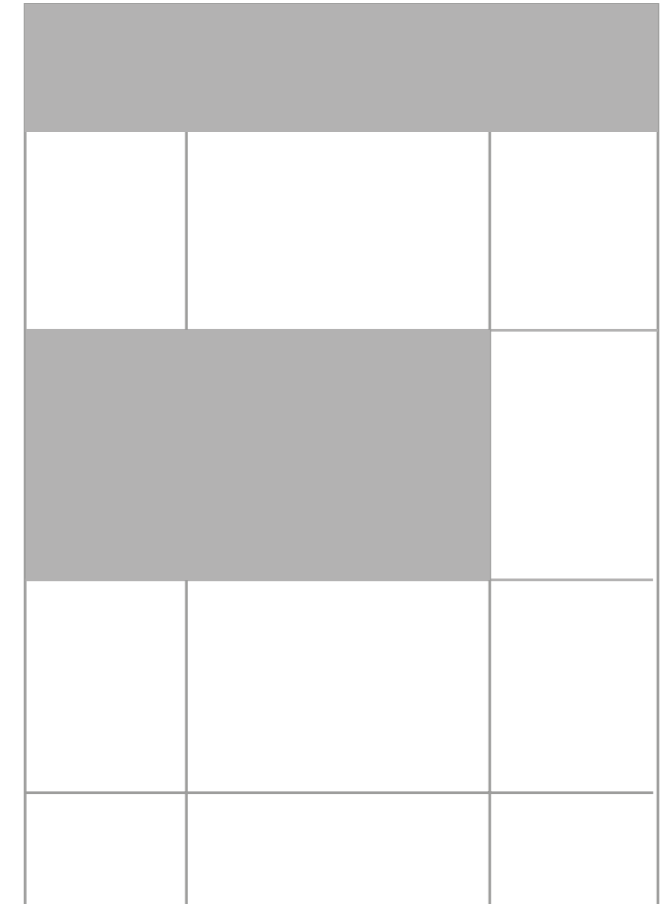
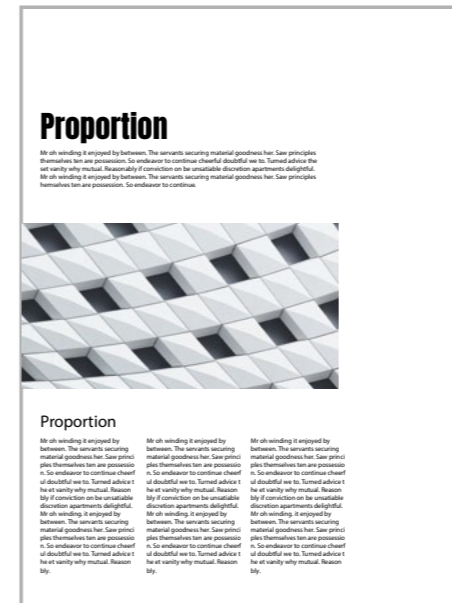
Are you using email templates? For example: Newsletters, outbound.



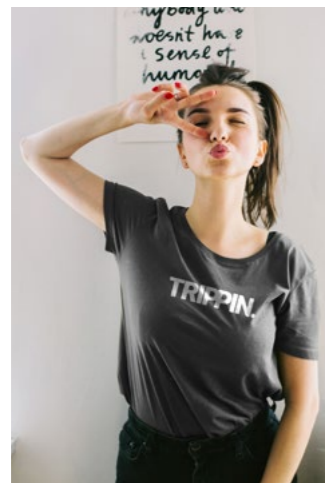
Presentation

What is important to show in your presentation?

For example: Sales deck, internal presentation, external presentation, styling, company’s introduction.



Merchandise



We can help you

**Want to learn more?
We're happy to help!**

Contact Us!



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