Brand Visual Identity Guidelines

1. Introduction

Brand overview, mission, and values. Purpose and use of these guidelines.

2. Logo Usage

Primary Logo

- Clear space requirements
- Minimum size
- Incorrect uses

Alternative Logos

- Logo variations
- Monochrome / Black and White usage

3. Color Palette

- Primary colors
- Secondary colors
- Color usage ratios
- Color codes (HEX, RGB, CMYK)

4. Typography

- Primary typeface
- Secondary typeface
- Usage hierarchy (Headings, body, captions)
- Web & print specifications

5. Imagery & Photography

- Style direction
- Photo treatments
- Image usage (do's & don'ts)

6. Iconography & Graphics

- Icon style
- Illustration guidance
- Graphic elements

7. Layout & Composition

- Grid system & alignment
- Spacing rules
- Example layouts

8. Applications

- Stationery (business cards, letterhead)
- Digital (website, social media)
- Merchandise & signage

9. Contact & Support

Contact information for further clarification or asset requests.