

# Stationery Branding Guidelines

## 1. Logo Usage



- Use the primary logo on all official stationery.
- Maintain minimum clear space around logo.
- Do not stretch, distort, or alter the colors.
- Minimum logo size: 24mm width.

## 2. Color Palette



Primary  
#EEEEEE



Secondary  
#CCCCCC



Accent  
#999999

- Use primary color for headers and highlights.
- Secondary and accent for subtle backgrounds or lines.

## 3. Typography

Type	Font Family	Weight	Usage
Header	Segoe UI, Arial	600	Document Titles, Headings
Body	Segoe UI, Arial	400	Body Text, Content

## 4. Stationery Layout

- Letterhead: Logo at top left, contact details top right.
- Business card: Logo on front, contact details back.
- Use A4 (210x297mm) for all official documents.

## 5. Contact Details Format

Element	Sample Format
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Company Name	BrandCo Solutions Ltd.
Address	123 Main Street, City, ZIP
Phone	+1 234 567 890
Email	info@brandco.com

## 6. Incorrect Usage

- Do not use outdated logo versions.
- Do not place logo on patterned backgrounds.
- Do not change official colors or fonts.

## 7. Additional Elements

- Envelope: Logo at top left, return address bottom left.
- Email signature must follow font and color guidelines.

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For further inquiries, contact the Branding Team.