

Stationery System

Brand Guideline Example

This document outlines the key elements and specifications for maintaining a consistent branded stationery system.

1. Logo Usage



Primary Logo



Logo Clear Space

- Minimum size: 25mm width
- Maintain clear space equal to height of "O" in logo
- Do not alter proportions, color, or orientation

2. Color Palette

Color	CMYK	RGB	HEX
	73 67 62 74	34 34 34	#222222
	0 5 95 0	255 222 0	#FFDE00

Refer to these specifications to ensure accurate reproduction across all stationery items.

3. Typography

Font	Style	Usage
Segoe UI	Bold / Regular	Headings, Body
Arial	Regular	Body text alternative

- Headings: Segoe UI Bold, 20â€"30pt
- Body: Segoe UI Regular, 10â€"12pt
- Do not use decorative fonts

4. Stationery Layouts

Letterhead

Logo, Address, Date

Envelope

Logo, Return Address

Business Card

Logo, Name, Contact

General Layout Guidelines

- Align logos and text to margin grid
 - Consistent spacing and type size
 - Margin: 15mm minimum on all sides
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5. Contact

For templates or further inquiries, contact the brand team at *brand@email.com*