

Brand Identity Doâ€™s and Donâ€™ts Reference

Use this quick reference to ensure consistency and clarity when applying brand identity across marketing materials.

Doâ€™s

- Always use the approved logo versions in their original form and proportions.
- Maintain adequate clear space around the logo to ensure visibility and impact.
- Adhere to official brand color palette and approved typefaces in all communications.
- Follow the brandâ€™s voice and tone guidelines for all marketing copy and messaging.
- Ensure visual consistency across all media and touchpoints.
- Use high-resolution imagery and graphics that align with brand standards.
- Refer to the brand guideline document if unsure about usage.

Donâ€™ts

- Donâ€™t stretch, distort, or modify the logo in any way.
- Donâ€™t use unapproved colors or fonts for branded materials.
- Donâ€™t place the logo over busy backgrounds that reduce legibility.
- Donâ€™t add unauthorized effects (such as shadows, outlines, or gradients) to brand elements.
- Donâ€™t change the logo orientation or rearrange its elements.
- Donâ€™t use outdated or unofficial brand assets.
- Donâ€™t deviate from the established brand personality in messaging.