Brand Style Guide Checklist

- ☐ Brand essence and positioning statement
- ☐ Brand history, if available
- ☐ Brand architecture, if applicable
- ☐ Logo specifications such as colors for print and web, as well as any secondary logos, wordmarks or monograms.
- ☐ Colors can vary by production process and devices. To ensure consistency, you should specify values for each usage. Include primary, secondary and tertiary colors, limited and single color versions of the logo (of particular importance when producing promotional items), Pantone, CMYK, RGB and hex colors.
- ☐ Logo placement and size specifications, both minimum and in relation to other assets with examples showing both how to use and how not to use the logo.
- ☐ Taglines and their usage
- ☐ Any visual cues that are integral to the brand's visual identity such as icons, calls to action and treatments.
- ☐ Photography style and composition.
- ☐ Fonts should be a part of the style guide, along with their weights, usage, and alternative web-safe options. Additionally, there should be direction on how elements, such as titles and headlines, body copy and legal disclaimers, should be styled.
- ☐ Digital and web-safe specifications such as fonts, buttons, elements, and icons.
- ☐ Voice and tone of writing including keywords and style, as well as what your brand never says. Consumers will personify brands as if they were real people. So, the tone that you're using across your marketing and touchpoints will further bring that personality to life.
- ☐ Standardization of dates and times
- ☐ Asset libraries such as images and trademarks
- ☐ Examples of correct and incorrect usage for each element