



BRAND GUIDELINES

WELCOME

Welcome to our Brand Guideline Template, a comprehensive guide designed to illustrate the essential components and purposes of a brand's visual identity.

This document serves as a template, demonstrating how a meticulously crafted brand guideline can steer a brand's aesthetic direction and maintain its visual integrity.

Within these pages, you will find examples of key elements such as logo specifications, color schemes, typography, imagery use, and the application of these elements in various media.

The primary purpose of this guide is to ensure uniformity and consistency in a brand's representation across all platforms.

By providing clear instructions and standards, this document can be an invaluable tool for designers and brand managers, illustrating how to effectively communicate a brand's identity and values visually.

This template is tailored to showcase the structure and content typical in these documents, serving as an example for those looking to create or understand the role and impact of brand guidelines in the world of design.

BRAND LOGO

ORIGINAL VERSION



BLACK & WHITE POSITIVE VERSION



BLACK & WHITE NEGATIVE VERSION



GRAYSCALE



LIGHT VERSION



COLOR SCHEME



PRIMARY COLOR SCHEME

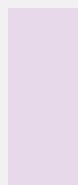
Primary colors

	CMYK: C55, M0, Y31, K0 RGB: R116, G201, B190 HEXA: #74C9BE
	CMYK: C34, M0, Y18, K0 RGB: R168, G219, B213 HEXA: #A8DBD5
	CMYK: C75, M5, Y49, K0 RGB: R53, G178, B157 HEXA: #35B29D

Text color

	CMYK: C0, M0, Y0, K90 RGB: R75, G75, B77 HEXA: #4B4B4D
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Complementary colors

	CMYK: C18, M31, Y0, K0 RGB: R204, G178, B213 HEXA: #CCB2D5
	CMYK: C7, M15, Y0, K0 RGB: R231, G216, B234 HEXA: #E7D8EA
	CMYK: C28, M48, Y0, K0 RGB: R184, G146, B194 HEXA: #B892C2

Call to action color

	CMYK: C0, M80, Y40, K0 RGB: R240, G98, B119 HEXA: #F06277
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SECONDARY COLOR SCHEME

Light background colors

	CMYK: C0, M0, Y0, K5 RGB: R241, G241, B242 HEXA: #F1F1F2
	CMYK: C2, M1, Y2, K0 RGB: R247, G247, B245 HEXA: #F7F7F5
	CMYK: C5, M6, Y6, K0 RGB: R240, G234, B231 HEXA: #F0EAE7
	CMYK: C5, M2, Y5, K0 RGB: R237, G240, B237 HEXA: #EDF0ED

Dark background colors

	CMYK: C98, M39, Y75, K34 RGB: R8, G97, B82 HEXA: #086152
	CMYK: C82, M98, Y24, K11 RGB: R91, G60, B117 HEXA: #5B3C75
	CMYK: C77, M62, Y53, K39 RGB: R69, G80, B87 HEXA: #455057
	CMYK: C0, M0, Y0, K100 RGB: R55, G52, B53 HEXA: #373435

We recommend using shades of each color in the palette as needed.

TYPOGRAPHY

PRIMARY TYPOGRAPHY

Callie Hand

Regular at 12pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular at 14pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular at 16pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular at 18pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular at 20pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular at 22pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular at 22pt with outline

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Ginger

Regular at 12pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular at 14pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular at 16pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular at 18pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular at 20pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular at 22pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular at 22pt with outline

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

TYPOGRAPHY

SUPPORT TYPOGRAPHY

Barlow

The Barlow font family at 18pt

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The Barlow font family at 14pt

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz|0 1 2 3 4 5 6 7 8 9
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DIMENSIONS & GRID

LOGO MINIMUM DIMENSIONS

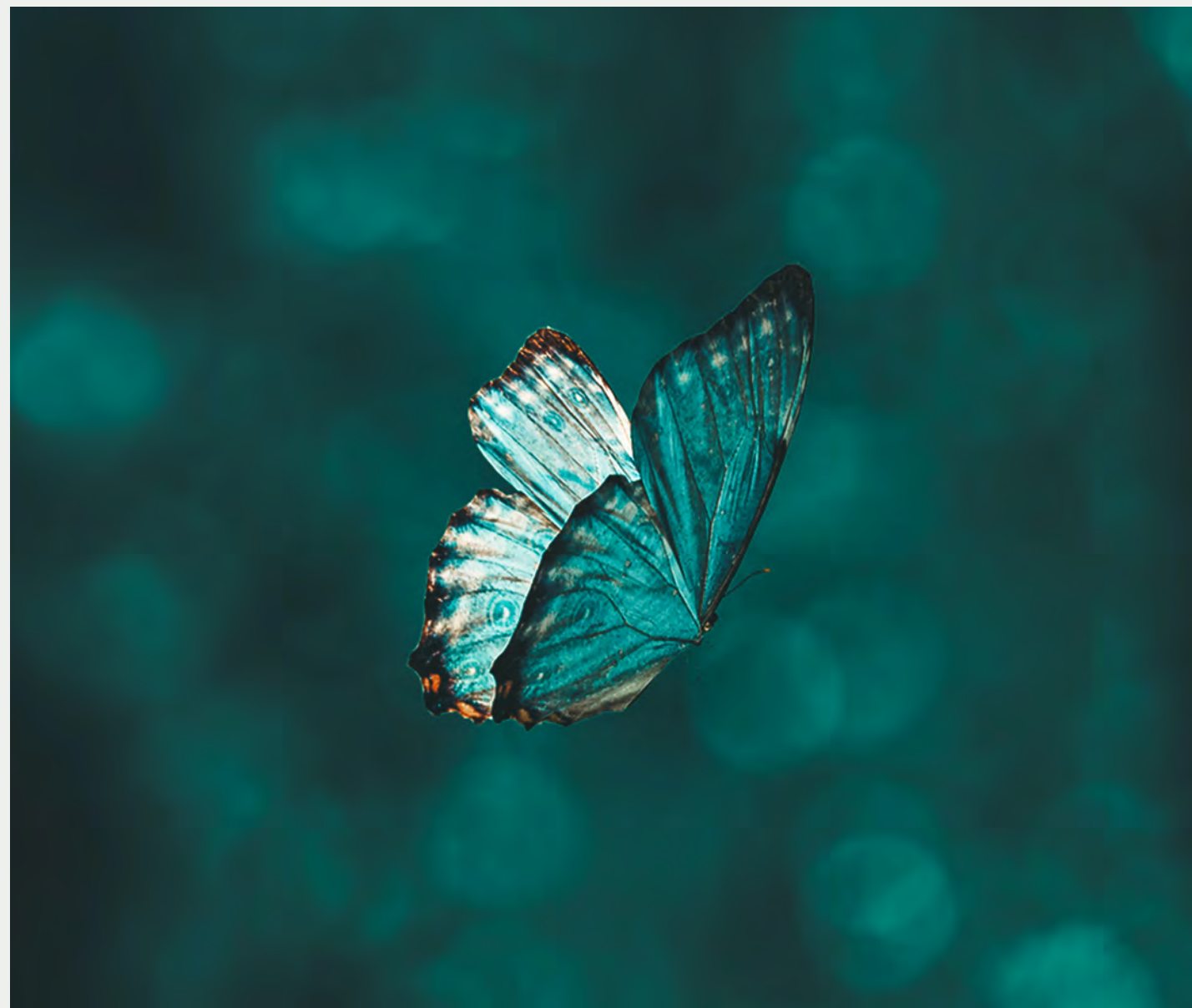
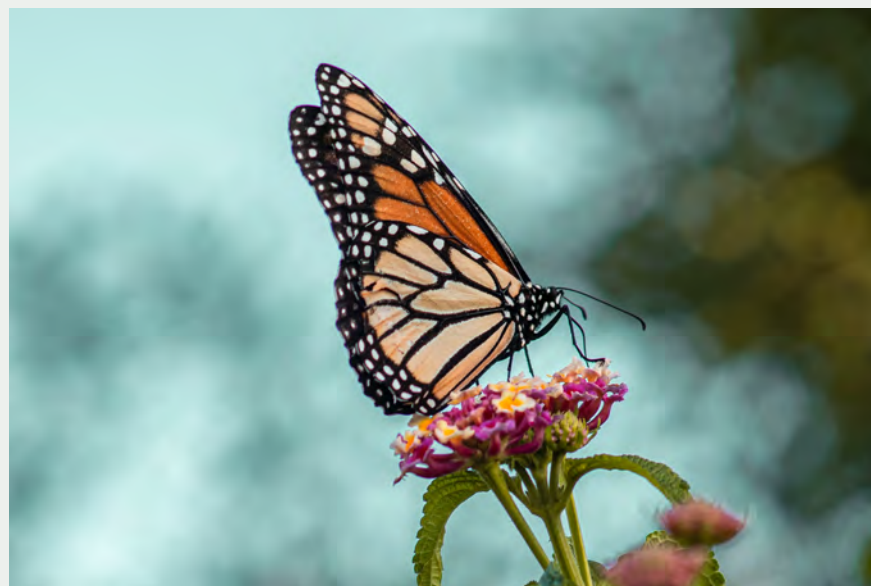


GRID



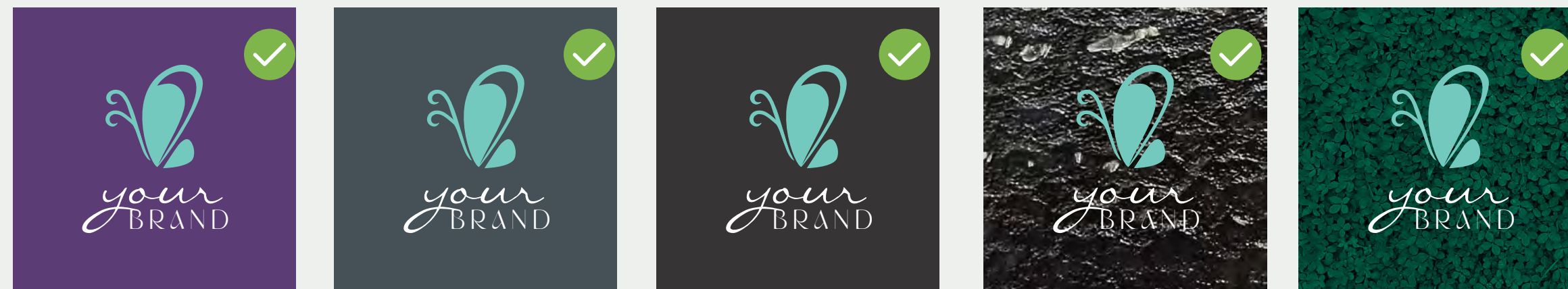
IMAGERY

In selecting imagery for our brand, we prioritize visuals that not only resonate with our brand's ethos and audience but also complement our color scheme, enhance our messaging, and reflect the high-quality and unique nature of our products.

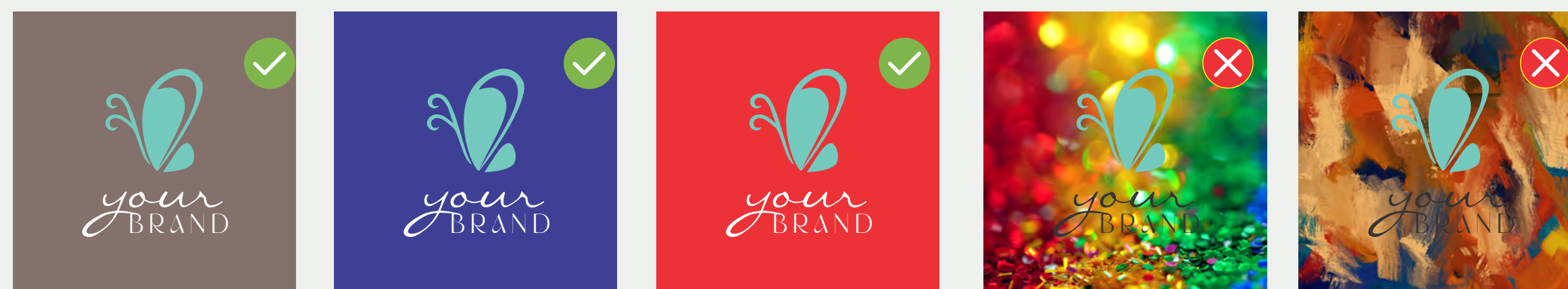


DO'S AND DONT'S

BRAND COLORS



OTHER COLORS



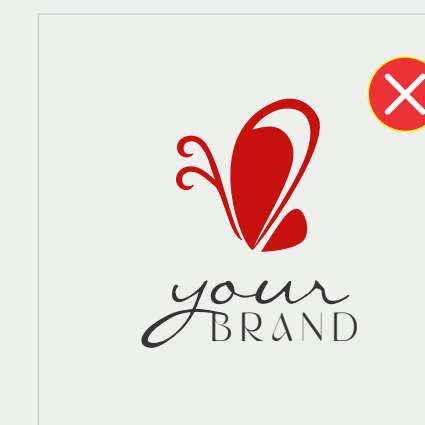
You can use the logo by itself on the brand light colors.



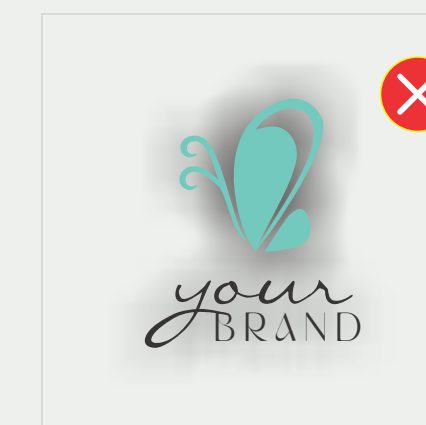
Do not use other colors, even if they are on the brand color scheme.



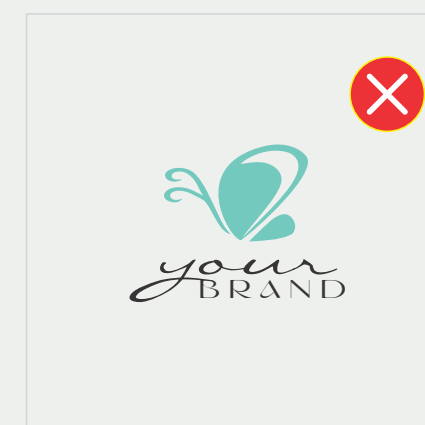
Don't outline the logo



Don't use any colors other than the brand ones



Don't use shadows or any other effect



Don't stretch, skew, or bend the logo in any way.



Bring your product idea to life with FormuNova.