

SIMPLE VERSION

A simple brand guideline (up to 5 pages) could contain:

- Logo usage and safe area
- Color usage for print and web communications
- Fonts to be used for headlines, subheads and body text
- Design parameters for common stationery items such as business card, letterhead and envelope

MODERATE VERSION

A moderate brand guideline (up to 30 pages) could contain:

- Everything included in the Simple Version
- Brand mission and vision statements
- Brand personality
- Logo do's and don'ts
- Photographic style examples email signature formatting
- Keywords and language to be utilized in communications and marketing materials
- Sample ads, brochures and collateral material

COMPLEX VERSION

A complex brand guideline (30-60+ pages) could contain:

- Everything included in the Moderate Version
- Additional design grids and directives
- Boilerplate text for target audience(s)
- Employee uniform apparel
- Internal photo library access and usage
- Corporate facility signage dimensions, materials and application details
- Business unit directives and sub brand identifiers