



BRAND STANDARDS TEMPLATE

Having a strong brand helps you stand out in a crowded and competitive marketplace.

Having a consistent brand helps build trust in your target audience. This is where a branding guide can help you. In this guide, we will give you the framework to make sure your brand remains consistent at all touch points - whether it's your internal team managing your brand or an external vendor.

If you're struggling with filling in some of the blanks, no sweat! Feel free to reach out. We have worked with hundreds of companies around the country in helping them establish a strong brand story and identity.



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Brand Standards Example





CREATIVE
AGENCY

Brand Standards

VERSION 2.0 | OCTOBER 2023

Brand Standards

The logo is the main symbol for the brand - this guide will ensure its proper use.

WHITE SPACE / PADDING / MARGINS

Maintain a minimum amount of white space equal to a letter of the logo or a specific measurement ie .25" around the logo at all times for clear readability. For web and digital applications minimum spacing around the logo should be set to 24px or 1.5em



ACCEPTABLE USES



Primary version of logo to be used



Version for use on dark backgrounds



Version for use over photos



Maintain readability of logo by using a dark gray overlay on images if necessary

UNACCEPTABLE USES



Do not change the logo's color



Maintain high color contrast and readability at all times



Do not rotate logo



Do not change proportions, perspective or distort the logo in any way

These are the fonts of our brand.

PRIMARY HEADLINES

Anton Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz01234567890!?!@#\$%^&*

SECONDARY HEADLINES

Montserrat Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz01234567890!?!@#\$%^&*

QUOTE TEXT / LIMITED USE TEXT & HEADLINES

Sanchez

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz01234567890!?!@#\$% &*

PARAGRAPH TEXT - PRINT / WEBSITE

Montserrat Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz01234567890!?!@#\$%^&*

These are the colors of our brand with their corresponding print and digital formulas.

PRIMARY COLORS



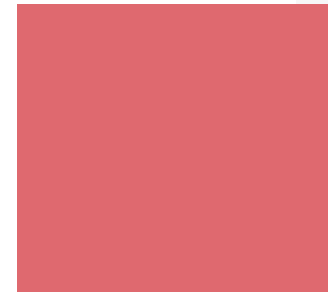
Drive Red

Hex #d9272d



Ron Burgundy

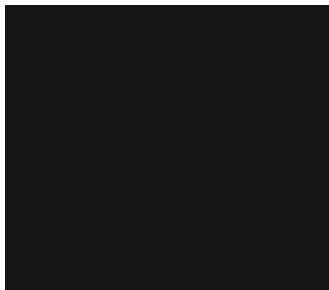
Hex #581214



Watermelon

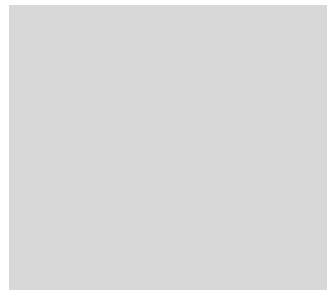
Hex #df6b6f

SECONDARY COLORS



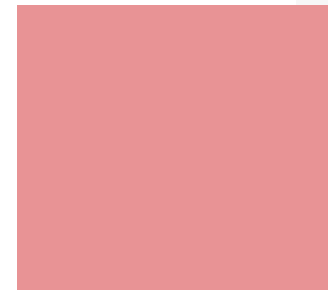
Darkness

Hex #xxxxxx



Silversmith

Hex #d8d8d8



Rose

Hex #e79496

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Brand Standards Blank Template





LOGO

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PRIMARY HEADLINES

SECONDARY HEADLINES

PARAGRAPH TEXT - PRINT / WEBSITE

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PRIMARY COLORS

PLACE COLOR	Color Name Pantone® ## c ## m ## y ## k ## Hex #xxxxxx	PLACE COLOR	Color Name Pantone® ## c ## m ## y ## k ## Hex #xxxxxx	PLACE COLOR	Color Name Pantone® ## c ## m ## y ## k ## Hex #xxxxxx
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SECONDARY COLORS

PLACE COLOR	Color Name Pantone® ## c ## m ## y ## k ## Hex #xxxxxx	PLACE COLOR	Color Name Pantone® ## c ## m ## y ## k ## Hex #xxxxxx	PLACE COLOR	Color Name Pantone® ## c ## m ## y ## k ## Hex #xxxxxx
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