



Welcome to the 99designs Brand Guide Template

Below is an example guideline for a made up company called **ACME CO**. Remember that this is a template so you **cannot use any of the images, fonts and colors** etc. in your final brand guide.

This template is to provide you with a starting point for your style guide. Don't feel restricted by the layout or visuals, the possibilities of designing a brand guide are endless and the style will obviously vary depending on your client's brand.

Before you get started...

This template includes the following pages as a starting point. Here's some helpful tips:

1. Cover

Keep it simple. All this page needs is the logo, a title and maybe some visuals or a splash of color.

5. Typography

Include all the fonts and their corresponding styles. Add as many pages as you need.

9. End

Again keep it simple, finish with a nice visual image, the logo and maybe their contact details.

2. About

Try including some visuals that capture the brand, a brief description of what the company does and maybe their contact info.

6. Color

Add all primary and secondary colors of the brand and include the HEX, RGB and CMYK values.

3. Logo

Include their primary logo and any alternate versions.

7. The designer (you!)

This page is dedicated to you. Include a photo and a brief description of your experience working with the client.

4. Logo usage

Outline how the logo should and shouldn't be used. Whether it's on a website, menu or business card...

8. Glossary

No change required here except for the font. It's a helpful resource for clients.

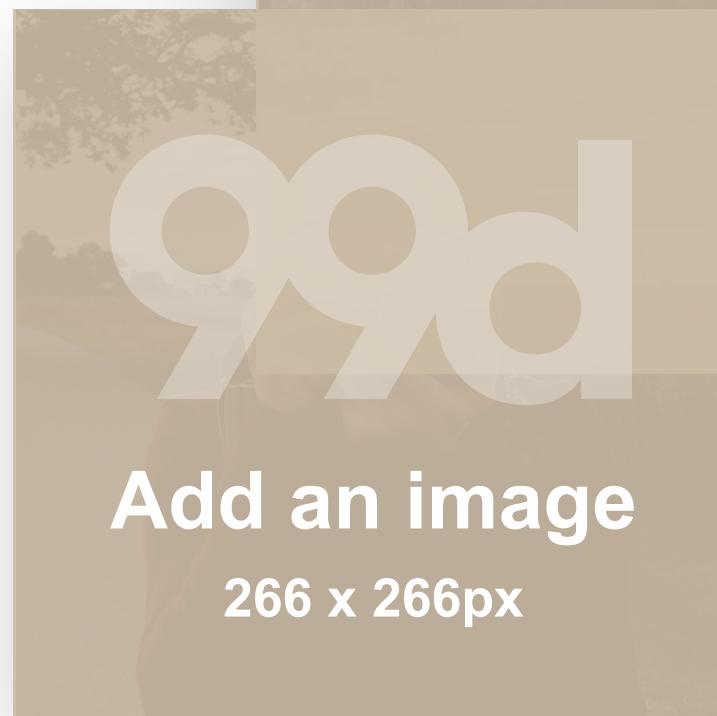


Brand guidelines

“ Kale chips activated charcoal

VHS four loko pork belly freegan, +1 master cleanse tumblr umami wayfarers. Vegan skateboard street art retro ugh chambray, fam XOXO gluten-free crucifix direct trade. Gastropub listicle selfies authentic kickstarter, air plant everyday carry trust.

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Add an image
266 x 266px



Add an image

640 x 540px

ACME CO.



Brand guidelines

02 Logo



Primary logo



Additional versions...



Additional versions...



Brand guidelines

03 Logo usage



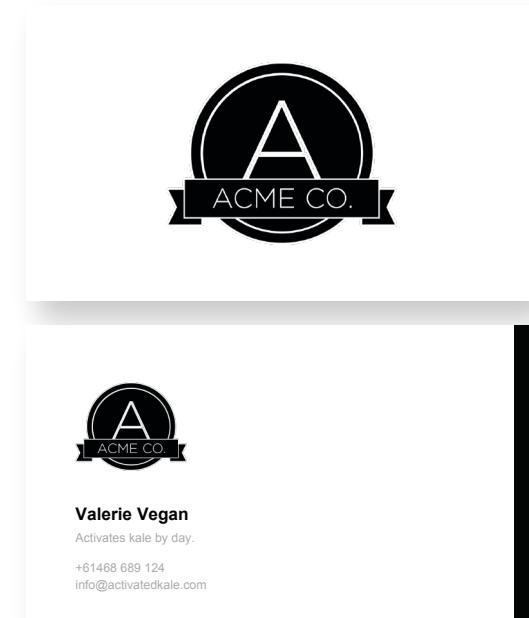
Please allow adequate spacing at all times.



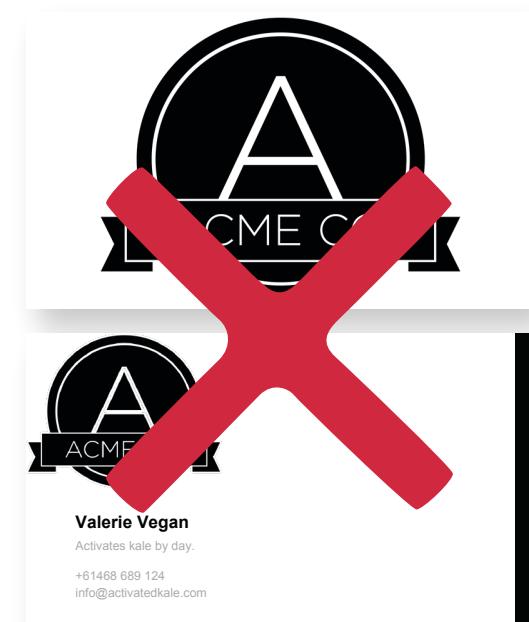
Letterhead example



Photography example



Business card example



04 Typography

Arial

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**



05 Typography

TRAJAN PRO

Headline font

A B C D E F G H I J K L M N O P Q R S T U V W

A B C D E F G H I J K L M N O P Q R S T U V W

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

Regular

SEMIOTICS AESTHETIC FREEGAN POUR-OVER
JIANBING. ARTISAN BLOG RETRO NEUTRA.

Italic

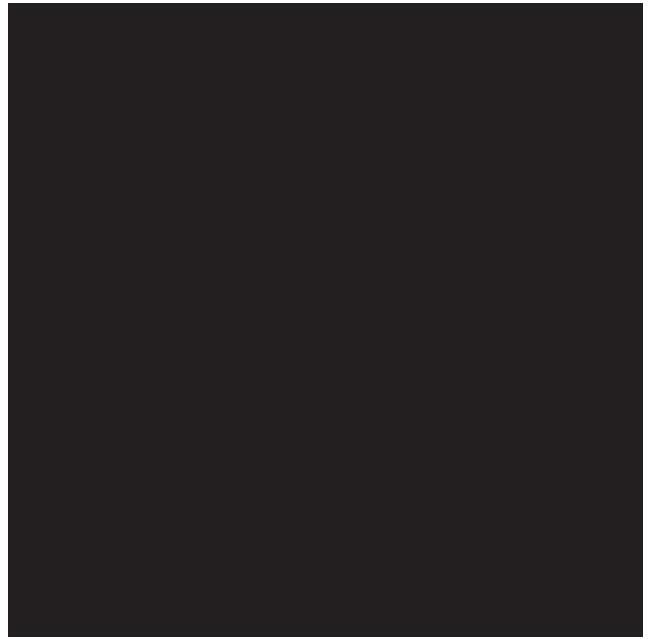
SEMIOTICS AESTHETIC FREEGAN POUR-OVER
JIANBING. ARTISAN BLOG RETRO NEUTRA.

Bold

SEMIOTICS AESTHETIC FREEGAN POUR-OVER
JIANBING. ARTISAN BLOG RETRO NEUTRA.



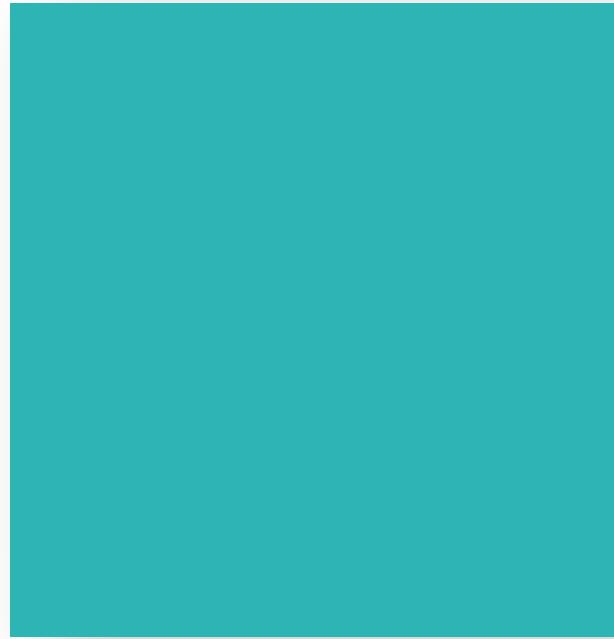
06 Color



HEX 000000

R0 G0 B0

C30 M30 Y30 K100



HEX 2EB5B4

R46 G181 B180

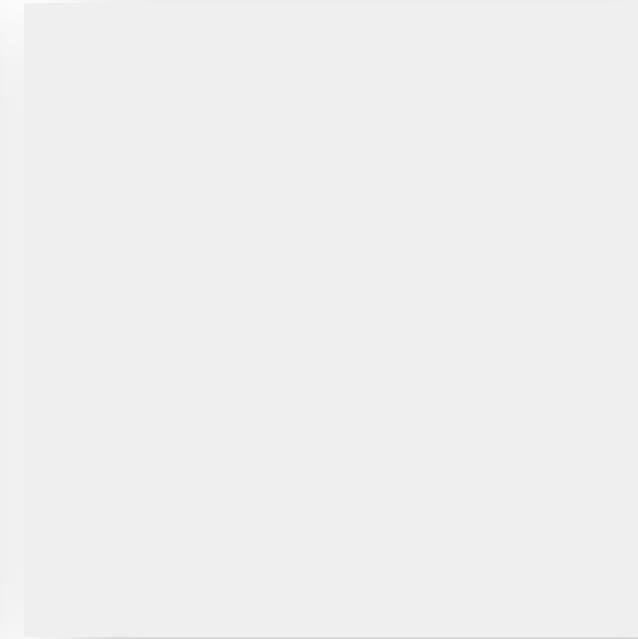
C72 M4 Y34 K0



HEX C05931

R192 G89 B49

C19 M76 Y93 K7



HEX EEEEEE

R238 G238 B238

C8 M7 Y5 K0



07 Behind the design



Winning design by Valerie Vegan



Valerie Vegan

Experience skill set

Logo design

Brand Identity

Web

[View portfolio](#)

[Invite to work](#)

99designs helped connect ACME CO. with talented Indonesian based designer Valerie Vegan.

The contest went for 7 days and attracted over 500 design entries from all around the world. It allowed ACME CO. to explore lots of design options before they selected a design they loved and fit their brand.

Brand guidelines

08 Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

Brand guidelines

09 Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



99d

Add an image

680 x 680px



Brand guidelines

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