Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Period: \_\_\_\_\_\_\_\_\_\_

**Brand Style Guide Planning Worksheet**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Company: |  | | Type of Brand: | | |  | |
| Our Vision: |  | | Our Mission: | | |  | |
|  | | | | | | | |
| **Logos:** | | | | | | | |
| Sizes: |  | |  | | |  | |
| Color Options: |  | |  | | |  | |
| Spacing Allowed |  | |  | | |  | |
| Don’t of your Logo: |  | |  | | |  | |
|  | | | | | | | |
| Make sure you have identifies colors for backgrounds, accents, Titles, body text, hyperlinks, etc… | | | | | | | |
|  | Use: | RGB: | CMYK: | | HSB: | PANTONE: | Hexadecimal: |
| Color 1: |  |  |  | |  |  |  |
| Color 2: |  |  |  | |  |  |  |
| Color 3: |  |  |  | |  |  |  |
| Color 4: |  |  |  | |  |  |  |
| Color 5: |  |  |  | |  |  |  |
|  | | | | | | | |
| **Typeface:** |  | |  | | |  | |
|  | Why did you chose this font? | | Use of Font? | Spacing? Alignment? | | Show the Font here: | |
| Font 1: |  | |  | | | ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz | |
| Font 2: |  | |  | | | ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz | |
| Font 3: |  | |  | | | ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz | |
|  | | | | | | | |
| **Image Guide:** examples of the style of images your site will be able to use (need to find 1 large resolution image per box below) | | | | | | | |
|  |  | |  | | |  | |
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|  |  | |  | | |  | |
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|  | | | | | | | |
| **Aesthetic Mood Board:** Images that inspire your brand and future website build | | | | | | | |
|  |  | |  | | |  | |
|  |  | |  | | |  | |
|  | | | | | | | |
| Brand Voice: Think of adjectives that you od and don’t want applied to your brand | | | | | | | |
| Words We Do Like: | 1.  2.  3.  4.  5. | | Words We Do NOT Like: | | | 1.  2.  3.  4.  5. | |
|  | | | | | | | |
| Other Similar Brands: | | | | | | | |
|  | Brand 1: | | Brand 2: | | | Brand 3: | |
| Brand: |  | |  | | |  | |
| Logo: |  | |  | | |  | |
| Website/Social Media: |  | |  | | |  | |
| Why it is similar: |  | |  | | |  | |