



Brand foundation and voice

01 / 03

Decide what the brand means and how it should sound

BRAND NAME

WEBSITE

REVIEW DATE

01 The core

PURPOSE

PRIMARY AUDIENCE

BRAND PROMISE

PROBLEM YOU SOLVE

REASON TO BELIEVE

ONE-SENTENCE POSITIONING

TIP

Choose one primary audience and one promise. A brand kit is a decision tool, not a storage cupboard for every idea.

02 Personality and voice

TRAIT 1

TRAIT 2

TRAIT 3

OUR VOICE SOUNDS LIKE

OUR VOICE NEVER SOUNDS LIKE

WORDS AND PHRASES WE USE

WORDS AND PHRASES WE AVOID

VOICE

Keep the voice stable, but adapt the tone to the situation. A launch can be energetic; a complaint reply should be calm. Same person, different room.

01 Logo system

PRIMARY LOGO

Place the approved master artwork here

REVERSED LOGO

For dark backgrounds

ICON

Small spaces

CLEAR SPACE

MINIMUM SIZE

APPROVED BACKGROUNDS

NEVER DO THIS

LOGO

Keep one primary logo, one reversed version, and one compact mark. Always scale proportionally and store the approved master files in one live folder.

02 Color roles

PRIMARY

SECONDARY

ACCENT

DARK NEUTRAL

HEX

ROLE

HEX

ROLE

HEX

ROLE

HEX

ROLE

ACCESS

For digital text, aim for at least 4.5:1 contrast, or 3:1 for large text, following WCAG 2.2.

03 Typography

HEADING FONT

BODY FONT

FALLBACK FONT

TYPE

Use one or two font families, define a clear size hierarchy, and record the approved weights. More fonts rarely create more personality.

01 Image direction

SUBJECTS AND MOMENTS

LOOK AND TREATMENT

AVOID

IMAGE

Replace vague words such as 'modern' or 'authentic' with visible instructions: natural light, close framing, real workplaces, restrained retouching.

02 Essential asset pack

- ☐ Primary logo in SVG or EPS
- ☐ Reversed logo for dark backgrounds
- ☐ Compact icon or social avatar
- ☐ PNG exports with transparent backgrounds
- ☐ HEX and RGB color values
- ☐ CMYK values if you print
- ☐ Font files or licensed download links
- ☐ Heading, body, and fallback type rules
- ☐ Three approved image examples
- ☐ Three images or treatments to avoid
- ☐ Social, ad, and presentation templates
- ☐ One live folder with a named owner

03 Rules people can follow

ALWAYS DO

NEVER DO

LIVE ASSET FOLDER

OWNER

NEXT REVIEW

FINAL TEST

Give this kit to someone outside the brand team. If they can choose the right logo, color, font, image style, and tone without asking you, it works.

RESEARCH NOTES

The checklist follows established guidance on brand-guide components, logo protection, readable color, and type hierarchy:

[Mailchimp: Creating a brand style guide](#)

[UC Davis: Logo use and clear space](#)

[W3C: WCAG 2.2 contrast minimum](#)

[GOV.UK: Type scale guidance](#)