

# Brand Style Guide

Your one-page resource for building a consistent and powerful brand identity.

## 1. Brand Overview

### Our Mission

A concise statement of your brand's purpose and values.

*Example: To provide sustainable and stylish fashion that empowers individuals and protects the planet.*

### Target Audience

A brief description of your ideal customer.

*Example: Environmentally conscious young adults aged 18-30 who value quality and ethical production.*

## 2. Visual Identity

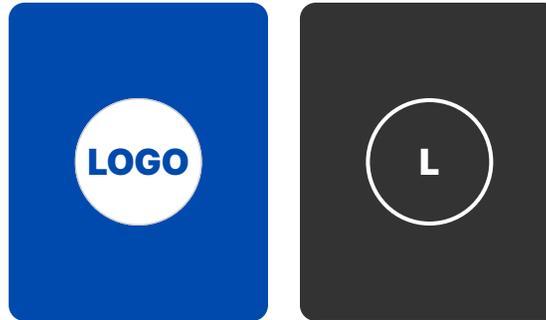
### A. Logo

## Primary Logo



Use on all primary marketing materials.

## Variations



White logo for dark backgrounds or icon only.

## Clear Space



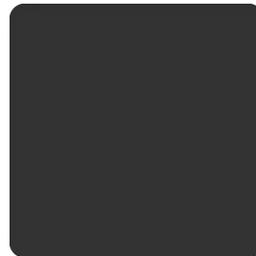
Maintain space equal to half the logo's height.

## B. Color Palette

### Primary Colors

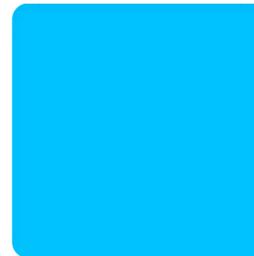


**Primary Blue**  
#004AAD



**Deep Grey**  
#333333

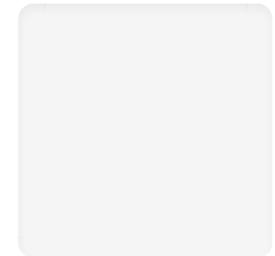
### Secondary Colors



**Accent Blue**  
#00C2FF



**Accent Yellow**  
#FFD700



**Light Grey**  
#F5F5F5

## C. Typography

### Primary Font (Headings)

# Inter Black

## Inter Bold

Used for all major headings (H1, H2, etc.).

### Secondary Font (Body Text)

Inter Regular

This is an example of the body text. It should be clean, legible, and easy to read at various sizes. Use this for all body copy, paragraphs, and general text to ensure consistency across all brand communications.

## D. Imagery

### Photography Style



Our photography should be bright, airy, and natural. Focus on authentic moments and candid shots that feel genuine and uplifting, avoiding overly staged or artificial scenes.

### Illustrations & Graphics

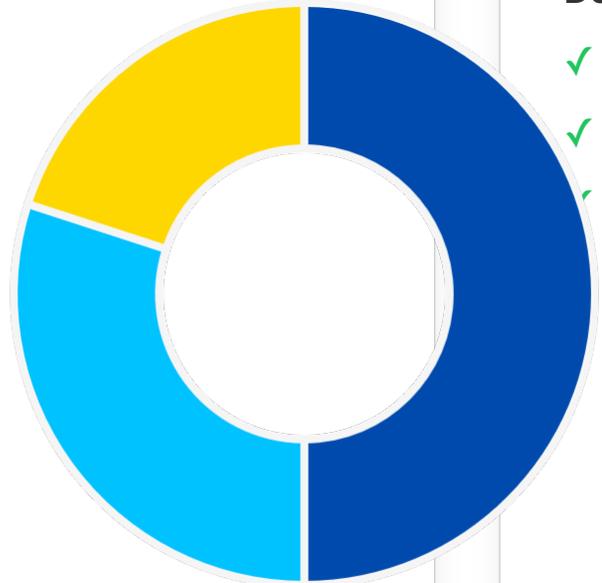


Illustrations should follow a flat design style with clean lines and simple shapes. Use the brand's color palette to create bold, modern graphics that are easy to understand.

# 3. Brand Voice

## Tone Composition

Our voice is a blend of different characteristics. This chart illustrates the ideal balance, ensuring our communication is consistently on-brand.



Legend for the Tone Composition chart:  
■ Friendly & Approachable (dark blue)  
■ Encouraging (light blue)  
■ Optimistic (yellow)

## Key Principles

### Key Messaging

- Focus on quality and craftsmanship.
- Highlight sustainability and ethical practices.
- Empower and inspire our community.

### Do's and Don'ts

- |                           |                            |
|---------------------------|----------------------------|
| ✓ Use active voice.       | ✗ Use technical jargon.    |
| ✓ Be concise and clear.   | ✗ Sound overly formal.     |
| ✓ Use inclusive language. | ✗ Be sarcastic or cynical. |