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: |  |  | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz |
| Font 2: |  |  | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz |
| Font 3: |  |  | ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz |
|  |
| **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) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |
| **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: |  |  |  |