# KEY ELEMENTS EVERY BRAND GUIDE SHOULD INCLUDE

This checklist is a tool for startups, small businesses, or even larger teams that feel their brands are scattered or inconsistent and want to fix that once and for all.

To help you get started, we've also included an example mini brand guide - a simple reference with the basics to help you visualize and define the core elements of your brand.

Brand Guide Key Elements Checklist:

☐ **Logo Usage:** Different versions (orientation, monochrome, greyscale), clear space rules acceptable and disallowed colors, and what not to do

☐ **Color Palette:** Primary and secondary colors with hex, RGB, and CMYK codes

☐ **Typography:** Fonts for web, print and hierarchy rules (titles, headings, body text, etc.)

☐ **Imagery:** Preferred photo styles, illustrations and do's/don'ts

☐ **Voice & Tone:** How your brand speaks and its personality traits

☐ **Mission & Vision:** Core values and brand purpose in approved messaging

Logos & Colors
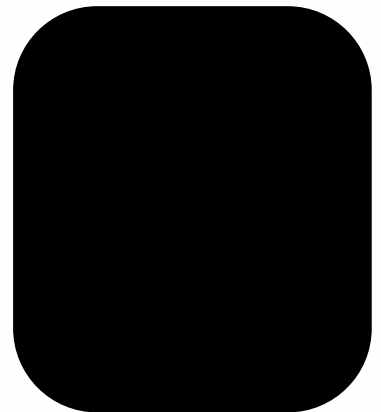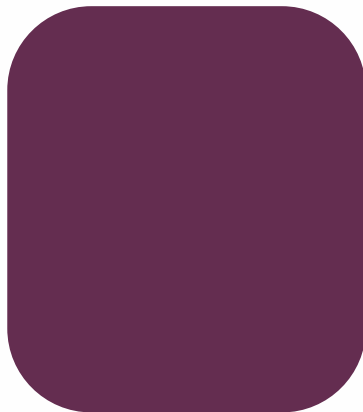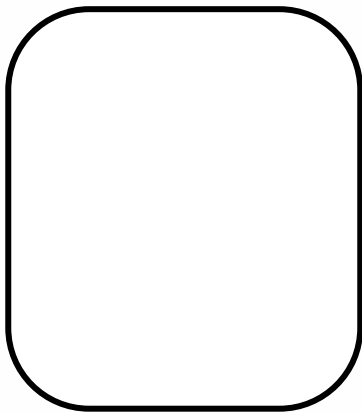
White	Maroon	Orange	Black
#FFFFFF	#642D50	#F36C24	#000000

Typography & Imagery

Title – Verdana Pro Bold

Subtitle - Verdana Pro Bold

Heading - Verdana Pro Bold

Subheading - Verdana Pro

Body - Verdana Pro