

# BRAND GUIDELINES

Example Template



**HELLO!**

## WHY BRAND MATTERS

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**Give an introduction to you brand. Why it matters, why its important. Tell a story about you organization, community, or business. What makes you unique.**

Brand is more than just a logo and colors. Brand goes beyond marketing, it is a culture, a feeling, an identity. A brand reflects the peoples, places, and community that it represents. A brand should be instantly recognizable, spark positive emotion, and create an impression that speaks to who you are. These brand guidelines will help ensure consistent brand representation to all the audiences it reaches.

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**STORY TIME!**

## THE STORY BEHIND THE BRAND

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### **What does your brand mean?**

Give some background to your community, organization, or company. What makes it special, what do you want people to know about it. Your brand has a story, share it!





## MESSAGING

## MESSAGING & VOICE

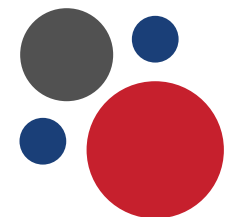
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### **What we say and how we say it matters.**

How you tell your story is an important part of living your brand. Consistency across people and mediums is critical. Having defined guidelines for messaging and voice will help infuse your personality and help connect your audience in a way that is unique and compelling. Messaging and voice framework should act as the foundation for everything from presentations, content development, emails, press releases, and more.

A few key phrases that relate to your brand and example characteristics (such as spirited, welcoming, and optimistic) can help create a genuine brand voice and authentically draw your audience in.









## COLORS

### PRIMARY COLORS

***original BLUE***  
Pantone 281C  
**R0 G31 B91**

***original RED***  
Pantone 187C  
**R172 G22 B44**

***PRIMARY BLUE***  
C=87 Y=55 M=0 Y=0  
**R5 G110 B183**

### SECONDARY COLORS

***LIGHT BLUE***  
**C=25 Y=0 M=5 K=0**  
**R187 G229 B238**

***GREEN***  
**C=35 Y=5 M=100 K=0**  
**R178 G201 B53**

***ORANGE***  
**C=3 Y=44 M=99 Y=0**  
**R241 G157 B33**





## FONTS

# HEADLINE

Proxima Nova BOLD  
Red, Black, or White  
ALL CAPS (when possible) | 14 PT MIN

## Sub-Headline

Proxima Nova BOLD  
Red, Black, or White  
S | 10 PT MIN

### Body Text 1

Proxima Nova REGULAR  
Black  
Sentence Case | 10 PT MIN

### Body Text 2

Arno Pro REGULAR  
Black  
Sentence Case | 10 PT MIN





**SAY CHEESE!**

## PHOTOGRAPHY

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Images are a way to share your story. The goal style of the photography will evoke a certain sense of emotion. The general style of photography can be bright, energetic, artistic, or so on.

The best camera is the one that's with you. Whether you have a professional camera or a cell phone, capturing as many original photos of the community is crucial to telling its story. Subjects should be in focus and well-lit, and images should be high-quality. At times it may be necessary to supplement with stock photography, keeping in mind it is important to only use high-quality images you have the rights to use.





## BRAND IN ACTION

### Living the Brand

Your brand will be used on everything from a vehicle or water tower to stationary and apparel. Consistency across all media forms will be important to keep brand value. A snapshot of how the brand should look on a variety of example is shown to the left.





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**FOR MORE INFORMATION CONTACT:**

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