

Brand Design Style Sheet

LOGO COLORS

If you have a logo this is information you should be able to get from the person who designed it. You need to know the colors of your logo and you should have 2-3 accent colors that will become the color palette of your brand. It's important you have this information for printing purposes, as well as for online use. Defining your color palette will ensure every part of your brand looks like it is part of the same family. This is extremely important. If your brand is established, it's never too late to go through this process to ensure you have consistency.

If you don't have a way to find out this information, here is a free resource:

<http://imagecolorpicker.com/>

PMS or Pantone Colors (for printing)

RGB Colors (for printing)

R: ___ G: ___ B: ___

R: ___ G: ___ B: ___

R: ___ G: ___ B: ___

HTML/HEX CODE (for the web)

FONTS

Choosing your fonts for your brand is just as important as choosing your brand's colors. I recommend choosing Google friendly fonts. This will make it easier to find the fonts you need especially in web design and if you are using online design tools.

FONT 1 (MAIN) _____

FONT 2 (ACCENT) _____