

A living system for a distinct, consistent brand.

This template gives every collaborator a clear reference for the visual and verbal decisions that make the brand feel unmistakably itself.

WHAT’S INSIDE

- 01 Overview — The system's purpose and its working parts.
- 02 Logo — How the mark is built, spaced, and protected.
- 03 Colors — The palette, formats, and accessible pairings.
- 04 Typography — The scale, families, and reading rhythm.
- 05 Imagery — The point of view behind every frame.
- 06 Voice & Tone — How the brand sounds in everyday language.
- 07 Downloads — Ready-to-use source files and templates.

HOW TO USE THIS TEMPLATE

- 01 Replace the foundation tokens with your client's palette.
- 02 Edit each section's examples to reflect their real decisions.
- 03 Share the finished guide as the single source of truth.

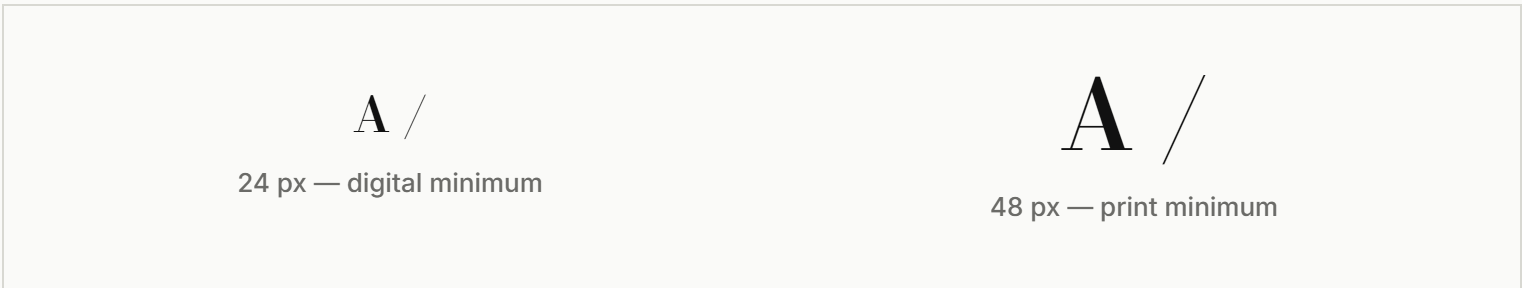
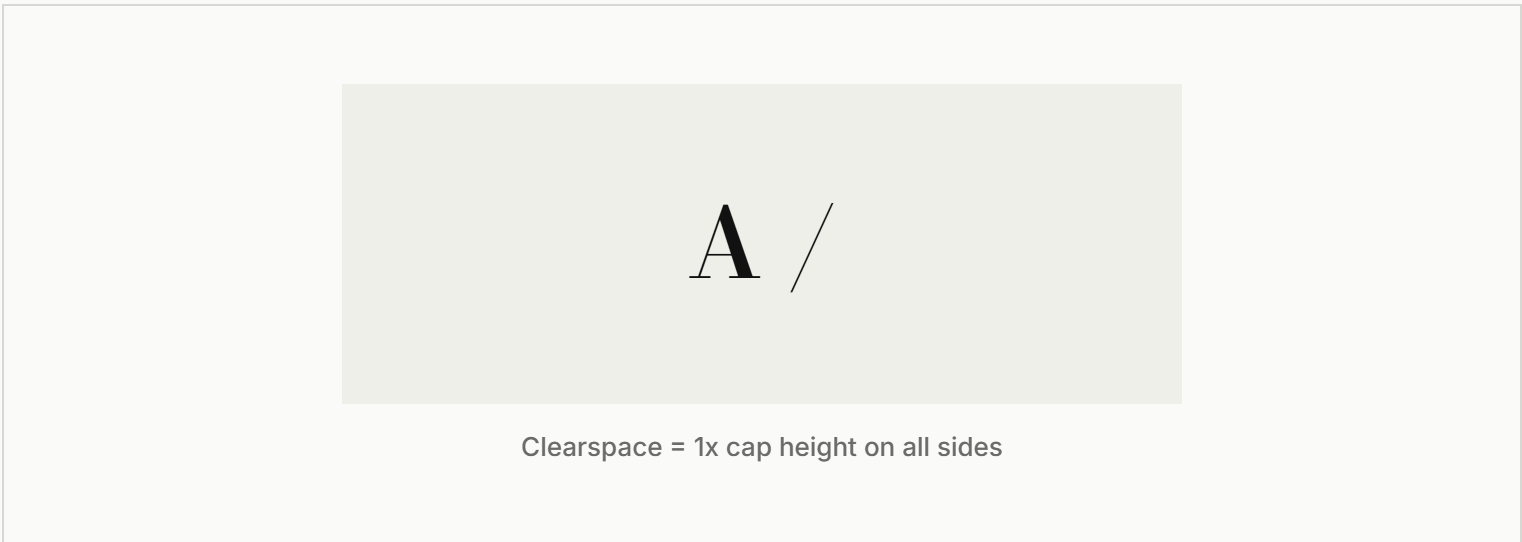
Brand identity is the visual representation of a company's mission, vision, and values. It is the foundation of a strong brand, and it is essential for creating a consistent and memorable brand experience. This guide provides the foundation for building a strong brand identity, from the basics of brand strategy to the details of brand execution. It is designed to be a living document, one that can be updated and refined as your brand evolves over time.



A / STUDIO A / STU



The mark is a signature, not a decoration.



PRIMARY LOCKUP

A / STUDIO

MONOCHROME LOCKUP

A / STUDIO

REVERSED LOCKUP



MISUSE — Never stretch, recolor, rotate, place on busy photography, add drop shadows, or apply decorative effects to the mark.

DO

- Keep 1x cap height clearspace on all sides
- Use the monochrome lockup over photography
- Scale from the SVG, never the PNG

DON'T

- Stretch, rotate or skew the mark
- Recolour it outside the palette
- Add shadows, outlines or gradients



A focused palette makes every signal count.



Evergreen
#1F7A72
RGB 31, 122, 114
CMYK 75, 0, 36, 52



Ink
#111111
RGB 17, 17, 17
CMYK 0, 0, 0, 93



Paper
#FAFAF8
RGB 250, 250, 248
CMYK 0, 0, 1, 2



Rule
#D8D8D2
RGB 216, 216, 210
CMYK 0, 0, 3, 15



Success
#258248
RGB 37, 130, 72
CMYK 72, 0, 45, 49



Error
#C84444
RGB 200, 68, 68
CMYK 0, 66, 66, 22

CONTRAST & ACCESSIBILITY

- Ink on Paper — 18.1:1 AAA
- Paper on Ink — 18.1:1 AAA
- Paper on Evergreen — 4.8:1 AA
- Ink on Success — 4.6:1 AA
- Paper on Error — 4.9:1 AA



Elegance in the headline. Clarity everywhere else.

Bodoni Moda is used for expressive display moments. Inter carries every interface, paragraph, label, and document detail.

DISPLAY / 64 / 600 / 1.15 / -1.5PX

Craft in every detail.

H1 / 48 / 600 / 1.15 / -0.8PX

A considered system.

H2 / 32 / 600 / 1.15 / -0.4PX

Purpose meets precision.

H3 / 24 / 600 / 1.2 / 0PX

A clear point of view.

BODY / 16 / 400 / 1.6 / 0PX

Good systems make complex decisions feel inevitable.

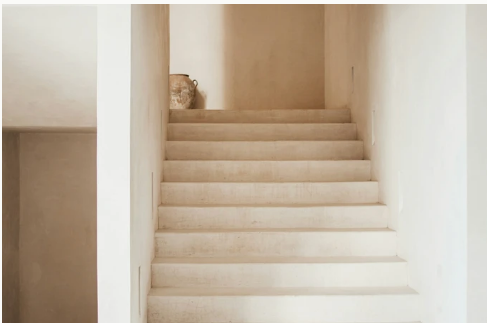
CAPTION / 13 / 500 / 1.4 / 0.4PX

A small note, clearly set.

A good type system creates a reliable rhythm across every touchpoint. It gives headlines enough authority to lead, body copy enough openness to read effortlessly, and small details enough precision to feel intentional. Use the display face for moments of expression, then let the sans serif carry clarity through interfaces, documents, presentations, and everyday communication.



Choose imagery with a point of view.



Quiet architecture
Wide, still shots where the structure does the talking.



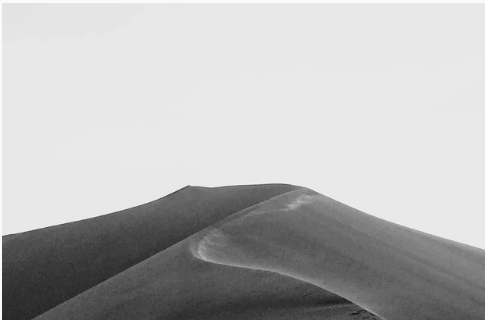
Tactile material
Close crops that show grain, weave and edge.



Natural light
Daylight only, with the shadow left intact.



Human gesture
Hands mid task, never posed at the camera.



Open horizon
Space left above the subject for headline type.



Useful detail
The one object that explains the whole scene.

DO

- Shoot in available daylight
- Leave negative space for type
- Show real work and real hands

DON'T

- Use posed stock handshakes
- Apply heavy filters or vignettes
- Crop faces against the frame edge



Confident, human, and never louder than necessary.

CLEAR

Say the useful thing first.
Example: “Your files are ready to download.”

WARM

Write like a thoughtful host.
Example: “Here’s a simple place to begin.”

PRECISE

Choose specific, concrete language.
Example: “The workshop begins at 10:00.”

CALM

Never perform urgency.
Example: “Take the time you need to decide.”

BEFORE

AFTER

Act now for a better solution.

Choose the plan that fits today’s work.

We make innovation happen.

We build useful systems for real teams.

An amazing experience awaits.

A calmer way to get things done.

DO

- Lead with the useful sentence
- Use the reader’s own words
- Keep sentences under 20 words

DON'T

- Manufacture urgency
- Use “revolutionary”, “seamless”, “cutting edge”
- Explain what the reader already knows



Everything needed to keep the work consistent.

Logo pack SVG	SVG · 2.4 MB ↓
Logo pack PNG	PNG · 8.1 MB ↓
Color tokens	JSON · 14 KB ↓
Typography specimen	PDF · 1.2 MB ↓
Presentation template	PPTX · 7.4 MB ↓
Full guidelines	PDF · 5.9 MB ↓

