BRAND STYLE GUIDE ONE-SHEET & VISUAL IDENTITY PALETTE

PRIMARY & SECONDARY COLOR PALETTES, TYPOGRAPHY SCALES, LOGO CLEARSPACE & BRAND VOICE RULES

BRAND NAME: _____ **TAGLINE / POSITIONING:** _____ **VERSION / DATE:** v____ _____/_____/20____

CREATIVE DIRECTOR: _____ **BRAND ASSET REPO:** _____ **PRIMARY TARGET AUDIENCE:** _____

1. CORE BRAND COLOR SYSTEM (HEX, RGB, CMYK & PANTONE)

PRIMARY BRAND	SECONDARY ACCENT	HIGHLIGHT ACCENT	NEUTRAL DARK	NEUTRAL LIGHT
HEX: #1E3A8A	HEX: #0E7490	HEX: #F59E0B	HEX: #0F172A	HEX: #F8FAFC
RGB: 30, 58, 138	RGB: 14, 116, 144	RGB: 245, 158, 11	RGB: 15, 23, 42	RGB: 248, 250, 252
CMYK: 100, 85, 20, 15	CMYK: 85, 35, 25, 5	CMYK: 0, 45, 95, 0	CMYK: 80, 70, 50, 70	CMYK: 2, 1, 0, 1
PMS: 288 C	PMS: 3145 C	PMS: 137 C	PMS: Black 6 C	PMS: Cool Gray 1 C

2. TYPOGRAPHIC HIERARCHY & WEB FONT SPECIFICATIONS

FONT FAMILIES & TYPE SCALES:

Primary Header Font: Inter / Montserrat (Bold / SemiBold)

- H1 Display Title: 32 - 40 pt / Line Height: 1.2 / Tracking: -0.02em
- H2 Section Header: 20 - 24 pt / Line Height: 1.3 / Tracking: -0.01em
- H3 Subheading: 14 - 16 pt / Line Height: 1.4 / Tracking: Normal

Secondary Body Font: Inter / Open Sans (Regular / Medium 9-11 pt)

- Body Text: 10 - 11 pt / Line Height: 1.5 - 1.6 / Color: #334155
- Caption / Metadata: 7 - 8 pt / Line Height: 1.4 / Color: #64748B

LOGO USAGE RULES & BRAND INTEGRITY:

Clearspace Standard: Minimum isolation margin equal to 'X' height of logo mark.

Minimum Reproduction Size: Digital: 120px width | Print: 1.0 inch (25.4mm) width.

Prohibited Actions: [!] Do NOT stretch, distort, rotate, or alter aspect ratio.

Prohibited Actions: [!] Do NOT recolor or apply dropshadows / gradients to mark.

Brand Voice Adjectives: [1] Authoritative [2] Minimalist [3] Human-Centric

Photography Style: Natural lighting, authentic human moments, no stock clichés.

Creative Lead Approval: _____ **Date:** ___/___/20__