Brand Sheet

A brand style guide is the blueprint for all brand-related activities, aligning every piece of content with the brand's values and identity.

Build a rigorous style guide and watch your marketing start to shine.

dia creative

PRIMARY LOGO & USAGE

[Add primary logo]

Consistent use of your logo is key to retaining brand strenth through immediate recognition of who you are what you stand for as a brand.

SECONDARY LOGO & USAGE

[Add secondary logo]

FAVICON

[Add favicon]

The protection area should always be respected when using the logo in both digital and print.
Pro tip: Create the protection area to fit your logo.

LOGO COLOR VARIATIONS

[Variation 1]

[Variation 2]

[Variation 3]

PRIMARY FONT

[Name of the primary font]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@
#$%^&* ()

Select the symbols above and change to your primary font.

SECONDARY FONT

[Name of the secondary font]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@
#$%^&* ()

Select the symbols above and change to your secondary font.

COLOR HIERARCHY

H1:	H1:
H2:	H2:
H3:	H3:
P:	P:

SIZE HIERARCHY

[Primary Heading Font] — **Primary Heading**

[Secondary Heading Font] — **Secondary Heading**

[Paragraph Font] — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

Add your HEX values and sizing to the chart.

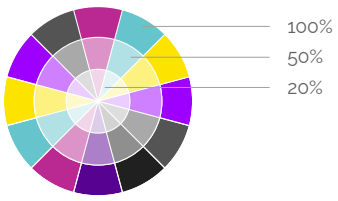
Add your fonts to Primary Heading, Secondary Heading and Paragraph.

BRAND COLOR SYSTEM

#000000 #000000 #000000 #000000 #000000

Brand colors strengthen your visual identity and brand personality.

TINTS



Tints are color shades that complement your brand personality.

GRADIENTS

#000000 #000000 #000000 #000000 #000000 #000000 #000000 #000000

The gradient palette is used for [Add elements].