

Logo Usage

Do



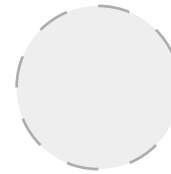
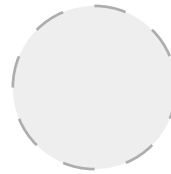
Show your primary logo, any alternates (horizontal, stacked, icon-only), and clear space rules.

Show what not to do (e.g., don't stretch, add drop shadows, change colors)

Colors

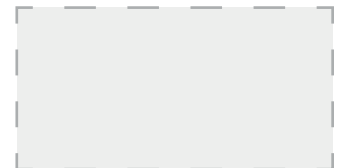
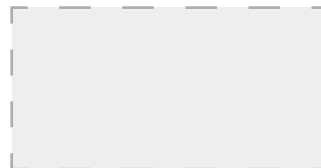
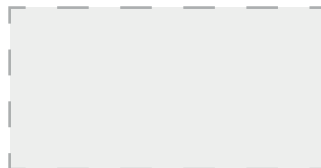
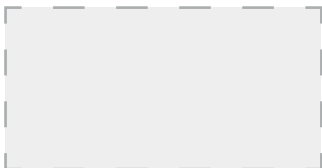
Primary

Secondary



Include HEX, RGB, and CMYK values. Keep it simple — 2–3 primary colors max. and 2–3 secondary colors max.

Logo Usage



Photography & Image Style – Describe your brand's "image language." Is it bright and human? Technical and minimal? Moody and industrial? Include 2–3 example photos that reflect your style.

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If you use icons or illustrations, define the style: Line? Filled? Monochrome? Provide examples of approved icons or a link to the library if applicable.

Brand Name:		Vision statement: What should our brand accomplish ? Why		Master positioning: What we do, how we do it, who we do it for? Where we deliver services? What is our brand promise? What is the brand vision?				
Position statement: Why us?								
Value drivers	Key Message 1		Key Message 2		Key Message 3			
	Proof Point 1		Proof Point 1		Proof Point 1			
	Proof Point 2		Proof Point 2		Proof Point 2			
	Proof Point 3		Proof Point 3		Proof Point 3			
Value Proposition : What value you bring the customer or audience								
Sales message	Value Proposition What value you bring the customer or audience		Value Proposition What value you bring the customer or audience		Value Proposition What value you bring the customer or audience		Value Proposition What value you bring the customer or audience	Voice How do we talk to our customers? What is our personality?
Targeted message	External Audience 1 What value you bring the customer or audience	External Audience 2 What value you bring the customer or audience	External Audience 3 What value you bring the customer or audience	External Audience 1 What value you bring the customer or audience	External Audience 1 What value you bring the customer or audience	Internal Audience 1 What value you bring the customer or audience	Internal Audience 2 What value you bring the customer or audience	