BRAND GUIDELINES · EXAMPLE

One brand, the same everywhere.

How brand X shows itself: on paper, on the street and online.

Fictional brand, made by FINIC as an example.



CONTENTS

Everything you need to use the brand well.

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The brand
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The building blocks of the site

01 · THE BRAND

What X stands for.

X helps businesses keep their daily work organised. No complicated language, just clear agreements and quick responses.

HOW WE SOUND

DO	We plan maintenance so your working day carries on.
DON'T	~~We are THE innovative total partner for all your needs!~~

Clear

We say what we do, and do what we say.

Involved

One fixed contact, from first question to delivery.

Down to earth

A good example rather than a big promise.

02 · LOGO

Four variants for every background.



Primary

On white and light backgrounds.



On dark

On ink and dark photos.



On colour

On X green surfaces.



Brand mark

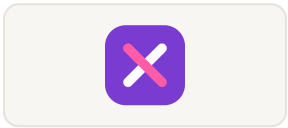
Favicon, app icon and profile picture.

> Keep clear space around the logo equal to the size of the brand mark.
> Minimum width: 24 mm on paper, 120 px on screen.

DON'T



✕ Stretch



✕ Recolour



✕ Add a shadow

03 · COLOUR

Green and amber, with plenty of calm.

X green

#0F5C4D

Brand colour, surfaces and accents

Amber

#F2B33D

Signal, one accent per page

Ink

#14171C

Text and dark sections

Sand

#EFEBE3

Light sections and cards

White

#FFFFFF

Main background

60 % white and sand



04 · TYPOGRAPHY

Two typefaces, each with a job.

Aa

Funnel Display

Headings and buttons

Aa

Funnel Sans

Body text and details

H1	H2	Body	Label
56 / 1.05	36 / 1.15	17 / 1.6	12 / capitals

MAINTENANCE

Everything on time, no hassle.

We plan maintenance around your working day and leave a short report after every visit.

Book a call

05 · DESIGN

Rounded, calm and clear.

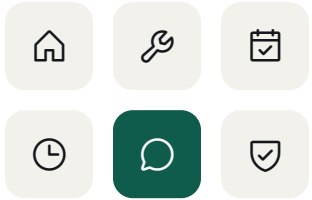
BUTTONS

Book a call

See our work

One green button per screen, for the most important action.

ICONS

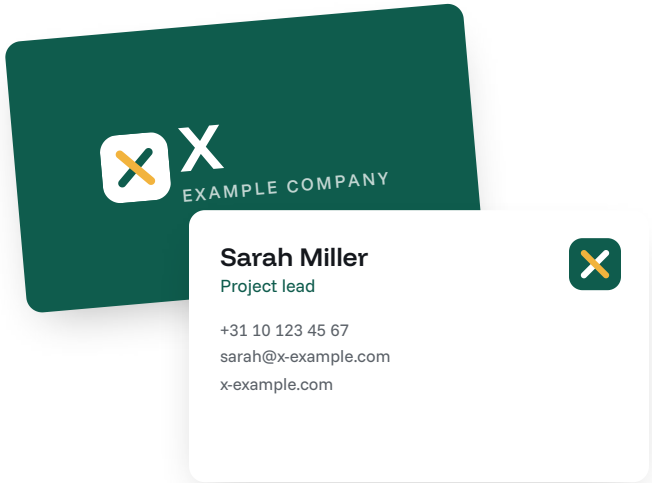


Line icons in ink, one accent in green.

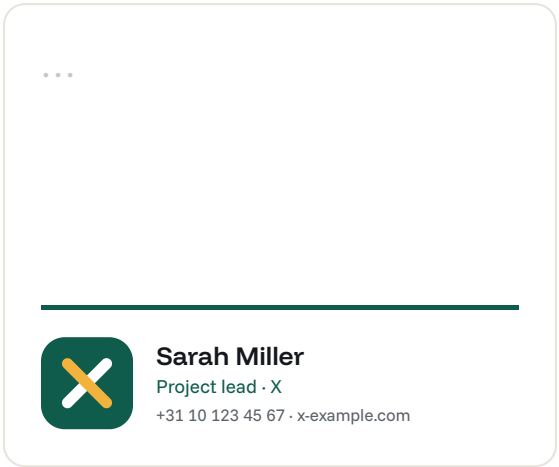
IMAGERY

- ✓ Real workplaces
- ✓ Daylight, natural colours
- ✓ Hands at work
- ✕ Posed stock photos
- ✕ Heavy filters

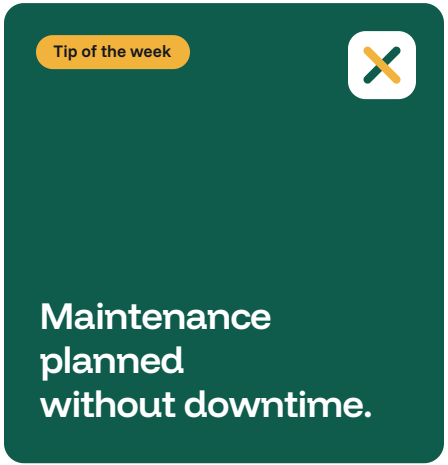
Recognisable, from card to timeline.



BUSINESS CARD



EMAIL SIGNATURE



SOCIAL POST

The building blocks of the site.

NAVIGATION

X
EXAMPLE COMPANY

Services Work About Contact Book a call

OPENING

Everything on time, no hassle.

Maintenance planned around your working day.

Book a call

CARD

Maintenance

Fixed schedule, short report after every visit.

Read more →

Advice

Honest advice, even when it can be smaller.

Read more →

CALL TO ACTION

Ready for the next step?

Book a call