

Brand guide template

A few things to note:



This is an example guideline for a made up company called **Aging & Disability Resource Center Dallas County**



Add your own **images** that capture the client's personality.



Update text and **colors** based on branding.

Your checklist

Have you completed everything?

☐ Cover page
Add the logo and a title.

☐ Contents
List all the pages.

☐ About
Company name, description,
contact information.

☐ Master logo
Add the primary logo.

☐ Logo variations
Add any additional versions
(colors, symbols, taglines).

☐ Logo usage
Spacing, min/max sizes.

☐ Typography
Add all fonts used.

☐ Color palette
Add color codes.

☐ Brand application
T shirt and Hand Phone

☐ Your contact details
Update your contact information.

☐ End page
Add the logo and contact details.

☐ Saving your file
Remove template content,
review everything, combine all
pages to one PDF file. Upload!

Contents

About 3

Master logo 4

Logo variations 5

Logo usage 6

Typography 7 - 9

Color palette 10

Brand application 11 - 13

Contact Designr 14

Glossary 15 - 16

03 About



**AGING & DISABILITY
RESOURCE CENTER**
— DALLAS COUNTY —

The Dallas Aging & Disability Resource Center (ADRC) is a non-profit resource program that connects elderly & people with disabilities to vital government resources to live their lives. The program is funded by the State of Texas. Dallas County serves over 500,000 people on an annual basis. Target audience is caregivers for aging and people with disabilities, people with disabilities, and elderly individuals. Dallas ADRC works in conjunction with other Texas government funded agencies and resources like: UnitedWay, Texas Workforce Commission, Texas Health & Human Services, and tons of other local non-profits. They are backed by Metrocare Services - mental health resource company.

04 Master logo

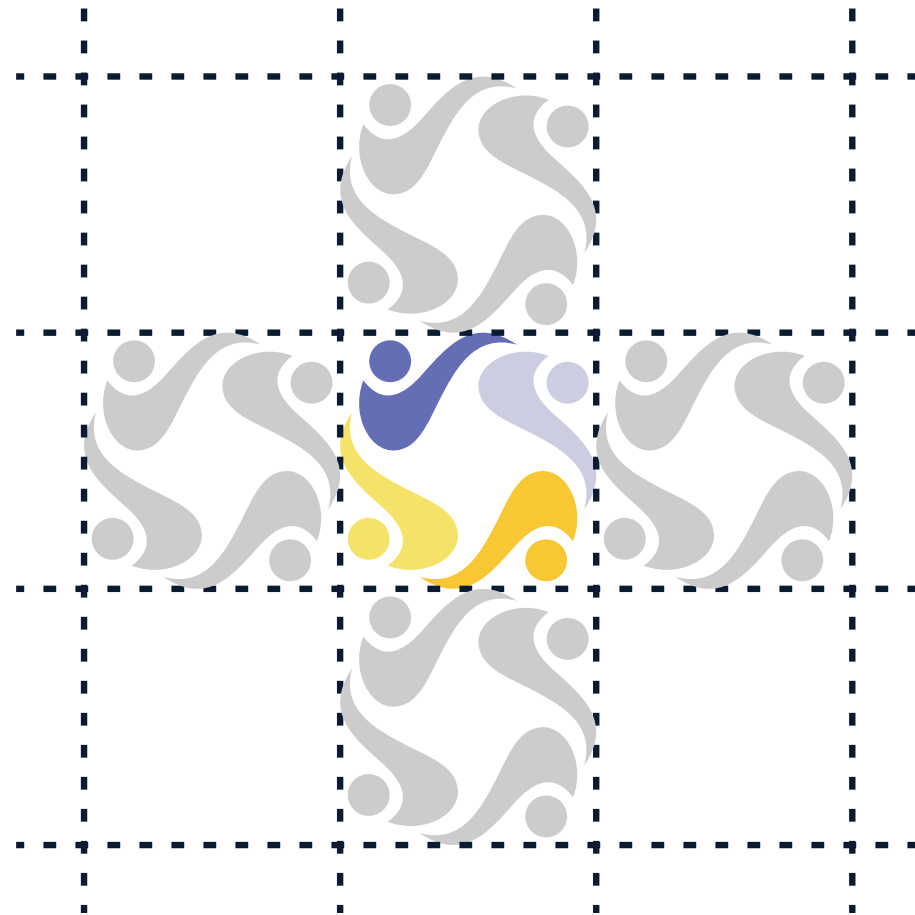


**AGING & DISABILITY
RESOURCE CENTER**
— DALLAS COUNTY —

05 Logo variations



06 Logo usage



The logo minimum width is 90px or 32mm.



There is no maximum size defined for this logo.

07 Typography

Lorem Ipsum: usage

diagonal layout based on Lorem Ipsum Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout.

<https://fonts.google.com/>

Gotham Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=<>!@#\$%^&*()

<https://fonts.google.com/>

Gotham Pro (Regular,Normal)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=<>!@#\$%^&*()

08 Typography (Secondary Brand Font)

Lorem Ipsum: usage

diagonal layout based on Lorem Ipsum Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content. It's also called placeholder (or filler) text. It's a convenient tool for mock-ups. It helps to outline the visual elements of a document or presentation, eg typography, font, or layout.

<https://fonts.google.com/>

Gotham Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=<>!@#\$%^&*()

09 Typography

Responsive Logo

your full brand logo should be used until it reaches the minimum sizes.

if the logo you're using drops below 20mm in print form, or 130px on the web,



AGING & DISABILITY
RESOURCE CENTER
— DALLAS COUNTY —



Gotham Pro Medium

Print



AGING & DISABILITY
RESOURCE CENTER
— DALLAS COUNTY —



20mm
Minimum Logo Width



10mm
Minimum Icon Width

Web



AGING & DISABILITY
RESOURCE CENTER
— DALLAS COUNTY —



130px
Minimum Logo Width



60px
Minimum Icon Width

10 Color palette

Primary



HEX #F7C833
R247 G200 B51
C3 M21 Y97 K0



HEX ##F5E268
R245 G226 B104
C5 M5 Y75 K0



HEX #656EB4
R101 G101 B180
C71 M64 Y0 K0



HEX #CDCDE2
R205 G205 B226
C18 M16 Y2 K0



HEX #0F2D53
R15 G45 B83
C100 M80 Y35 K60



HEX #4C546A
R76 G84 B106
C80 M69 Y40 K25

Secondary



HEX #FFFFFF
R225 G225 B225
C0 M0 Y0 K0



HEX #0A1B33
R10 G27 B51
C84 M74 Y60 K80

11 Brand application



12 Brand application



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s,



13 Brand application



14 Contact Designr



DESIGNER EXPERTISE

- ☐ Logo design
- ☐ Logo & Brand Guide
- ☐ Logo & Brand Identity Pack
- ☐ Logo & Social Media Pack
- ☐ Logo & Business Card
- ☐ Business Card

Designer Contact: <https://99designs.com/profiles/1063567>
email:blackant584@gmail.com

15 Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

16 Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

thankyou



AGING & DISABILITY
RESOURCE CENTER
— DALLAS COUNTY —