



KOZLER

BUSINESS SOLUTIONS

example

Brand Style Sheet

What is a Brand Style sheet?

A brand style sheet is a one page document which lays out the fundamentals of your brand's visual look.

It contains elements such as logos (including sub marks) fonts, imagery styles and colours. It is used as a reference for what should be in your brand.

A brand style sheet is a shorter version of a brand style guide.

Style guides tend to be used by large corporates who use a variety of different external agencies or contractors to help create creative across multiple platforms. Such as billboards, magazines and digital publishing.

The ultimate goal is the same for both a style sheet and style guide. To keep a consistent brand, across all marketing, now and in the future.

See an example of our brand style sheet over the next page.



ILLUSTRATION STYLE



PHOTOGRAPHY STYLE

Photography that is artistic with interesting angles, oranges and blues are prominent in the images



03 SUB MARK



04 TYPOGRAPHY

This is your heading

This is your sub heading

Body copy

05 COLORS



#0B2C4D



#C45736

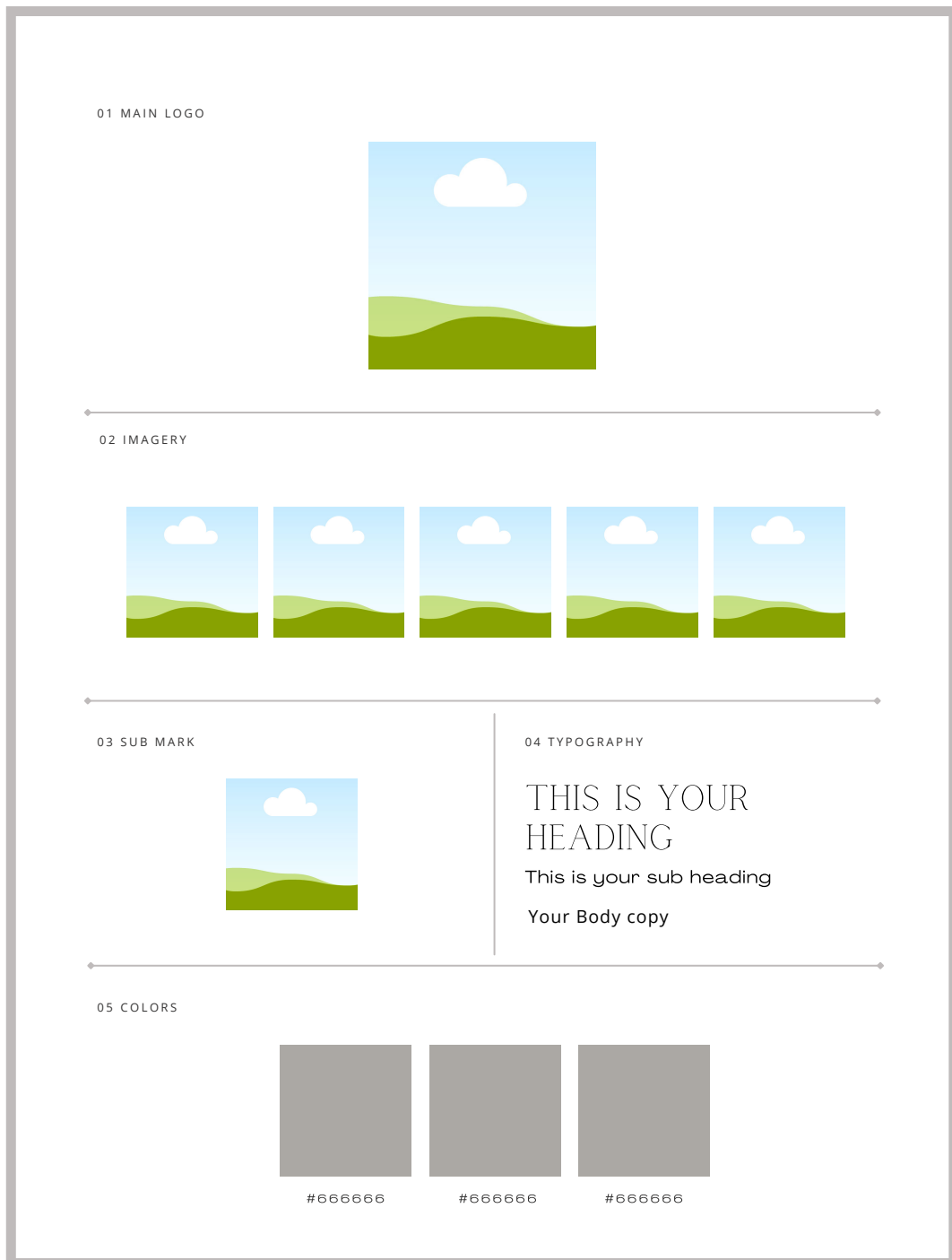


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Create your own Brand Style Sheet

Use our Free Canva Template to create your own brand style sheet

GET THE TEMPLATE



need help?

Is it time for you to create a brand
that your audience remembers?

We can help you create a brand that you and your customers love.

FIND OUT HOW WE CAN HELP