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IMAGE INSPIRATION:

Add 3-5 images to this section that stand out as representative of you or your brand. Add actual images and graphics that you use in your branding.

COLOURS:

Pick 2-4 colours to use consistently throughout your branded material, from logo, business cards to website colour scheme, blog posts and social media.

Logo Colour #1 Hex: RGB: CMYK:	Logo Colour #2 Hex: RGB: CMYK:	Logo Colour #3 Hex: RGB: CMYK:
Website / Blog Titles Hex: RGB: CMYK:	Regular Text Hex: RGB: CMYK:	Links Hex: RGB: CMYK:
Divider Line #1 Hex: RGB: CMYK:	Divider Line #2 Hex: RGB: CMYK:	Sidebar Title Text Hex: RGB: CMYK:
Blog Post Meta Data Hex: RGB: CMYK:	Image Overlay Text #1 Hex: RGB: CMYK:	Image Overlay Text #2 Hex: RGB: CMYK:

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{ Template }

FONTS:

Pick 1-2 fonts to use consistently throughout your branding from logo to website, print collateral and brand documents.

Logo Font #1 Font: Size: Style:	Logo Font #2 Font: Size: Style:	Tagline Font Font: Size: Style:
Blog Post Titles Font: Size: Style:	Regular Text Font: Size: Style:	Accent Text Font: Size: Style:
H1 Font: Size: Style:	H2 Font: Size: Style:	H3 Font: Size: Style:
Document Headings Font: Size: Style:	Document Sub Headings Font: Size: Style:	Document Text Font: Size: Style:
Image Overlay Text #1 Font: Size: Style:	Image Overlay Text #2 Font: Size: Style:	Sidebar Ads, Graphics Font: Size: Style:

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TONE:

Decide on a consistent tone (playful, serious, sarcastic, authoritative etc) for your website blog posts, and social media accounts. Include a list of words, phrases and concepts that should and should not be used.

OTHER ELEMENTS:

Any other notes or specifics:

Determine any additional graphics or elements that belong in your branded material.