

Brand Kit Essentials - Brand guide

A brand kit is a control system. Use it so every page, post, and PDF looks like the same business.

1. Starter palette (edit to your brand)

â€¢ Ink / text: #111111

â€¢ Paper / background: #F7F5F2

â€¢ Accent: #10B981

â€¢ Muted text: #6B7280

â€¢ Line / border: #E5E7EB

Rule: one accent only. Do not invent a new bright colour for every post.

2. Typography

Pick one distinctive headline font and one clean body font. Keep sizes consistent across the website, social posts, and PDFs.

â€¢ H1: large, short, high contrast

â€¢ H2: medium, purpose-led

â€¢ Body: readable at phone size

â€¢ UI labels: same family as body, slightly smaller

3. Logo rules

â€¢ Clear space around the mark equals the height of the mark

â€¢ Dark logo on light backgrounds; light logo on photos

â€¢ Do not stretch, rotate, outline, or add drop shadows

â€¢ Use one primary lockup in the website header

4. Voice

â€¢ Calm, direct, and adult

â€¢ Prefer short sentences

â€¢ Avoid slang and childish phrasing

â€¢ Promise only what you can deliver

5. Consistency checklist

[] Same logo file everywhere

[] Same one or two fonts

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☐ Same accent colour

☐ About / bio text matches the website tone