



How to Use the Mini Brand Guide Template by Flocksy

This template is designed to help you quickly create a clean and professional one-page brand guideline. Follow the steps below to customize it with your brand assets:

1. Logos

Replace the placeholder boxes labeled:

- **Primary Logo**
- **Secondary Logo**
- **Logo Mark**

with your actual logo files. Use high-resolution PNGs or SVGs for best results. Make sure logos are centered and scaled proportionally.

2. Typography

Update the typography section with your brand font(s):

- Replace "**Font Name**" with the name of your main typeface.
- Update the font styles (Bold, Semibold, etc.) to reflect the actual weights your brand uses.
- If needed, replace the sample characters (Aa, alphabet, and symbols) using your font to show hierarchy and range.

3. Color Palette

For each color block:

- Fill in the correct **Color Name** (e.g., "Primary Blue", "Accent Yellow").
- Replace the sample hex, RGB, and CMYK codes with your brand's exact color values.
- You can reorder or remove color blocks depending on how many brand colors you use.

4. Visual Elements

Use these blocks to showcase any key visual features of your brand, such as:

- Patterns
 - Textures
 - Icon styles
 - Photo treatments
- Replace the placeholders with examples that illustrate your visual identity.
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5. Usage Examples

Swap in mockups or screenshots that demonstrate how your brand is applied across various media:

- Business cards
- Envelopes
- Social media posts
- Website snippets

Replace each "Logo" placeholder with images of real applications using your assets.

6. Year

Don't forget to update the year in the top-right corner if needed.

Tips:

- Keep spacing consistent and aligned.
- Use vector formats wherever possible for scalability.
- Save and export as a high-resolution PDF or PNG for sharing.

This one-pager is ideal for onboarding new team members, freelancers, or partners who need a quick reference of your brand identity.