

BRAND STYLE GUIDE TEMPLATE

from Upleveling
Your Business

*Equip Your Team to
Present Your Brand
Effectively!*

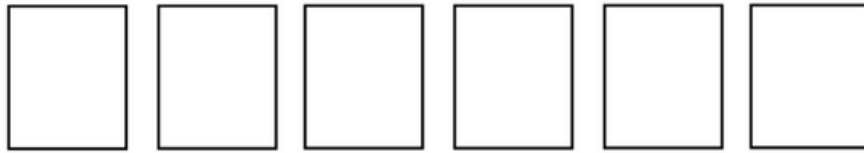


UplevelingYourBusiness.com

BRANDING IDEAS/MOOD BOARD

Logo

Color Palette



Alt Logo

Social Media

Submark



Fonts

Name of Primary Font

Name of Secondary Font

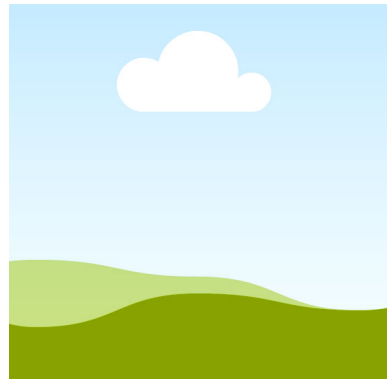
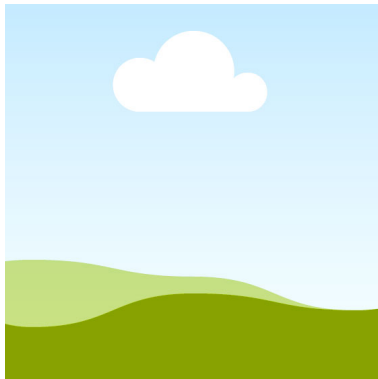
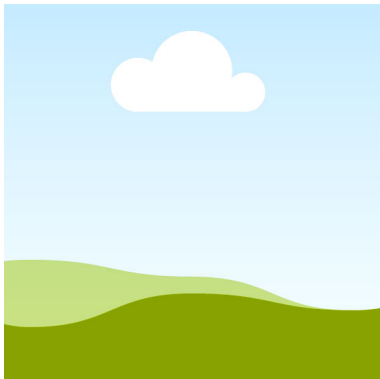
a b c d e f g h i j k l m
n o p q r s t u v w x y z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

Mood Board

(Insert images that invoke your brand in this space - be aware of brand colors chosen)

The Mission



At (Your Company), we empower (Your Ideal Client) to build thriving, profitable businesses run with systems.

Your Logo

Your Mission Statesment

The Mission

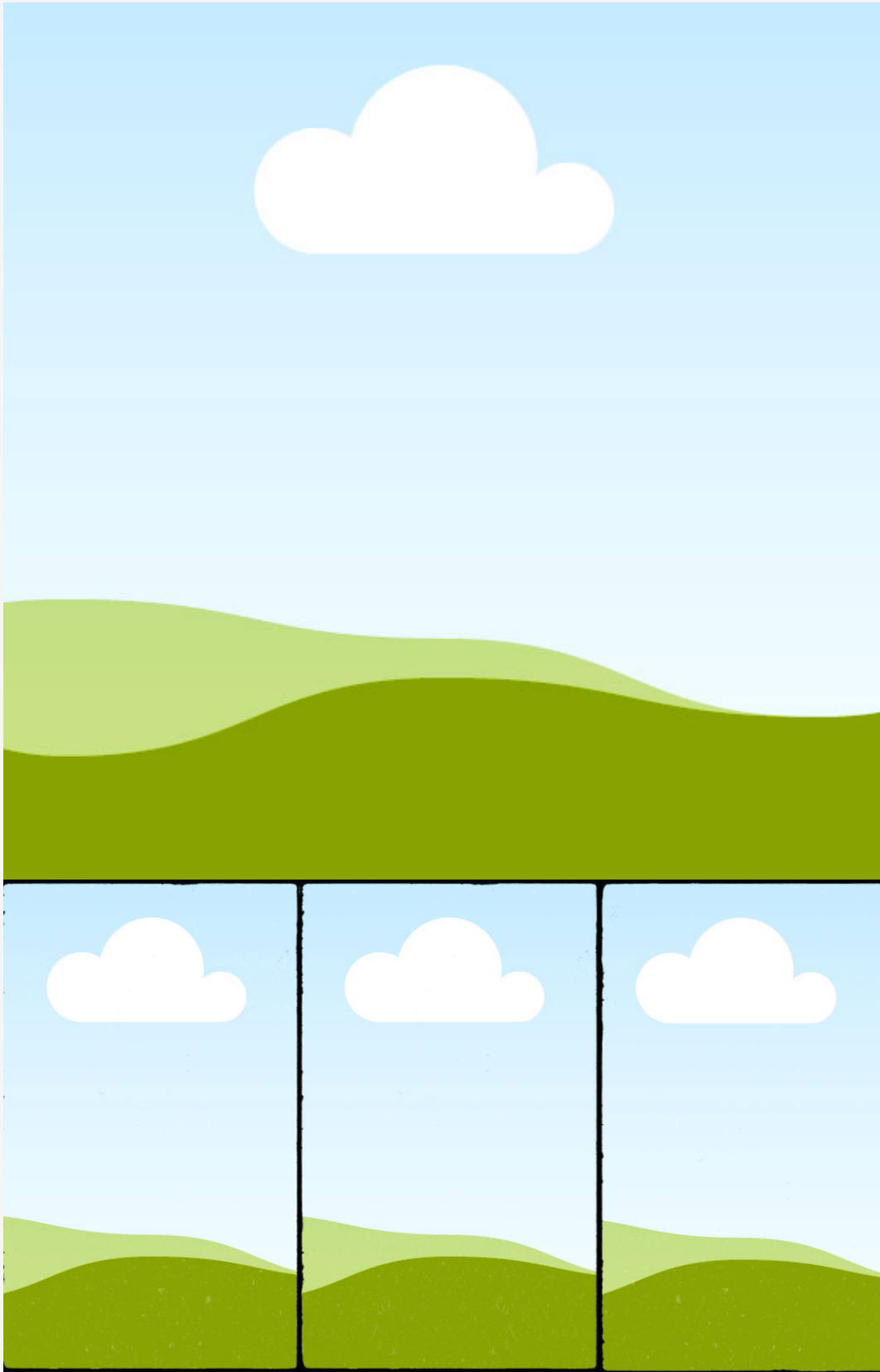


At Upleveling Your Business, we empower business owners to build thriving, profitable businesses run with systems.



We are on a mission to help millions of business owners because it sucks to work too hard and not make money and not have free time to spend doing what makes you happy.

VISUAL IDENTITY



4-6 KEY WORDS THAT DESCRIBE YOUR BRAND

VISUAL IDENTITY



**VIBRANT - FUN - SOPHISTICATED - CLEAN
PROFESSIONAL - DRIVEN - CONNECTED**

YOUR HORIZONTAL LOGO OR BANNER

BRAND COLORS (CHANGE TO YOUR BRAND COLORS):



**PRIMARY
LOGO**

**SECONDARY
LOGO OR
WATERMARK**

**WHITE OR LIGHT
LOGO OPTION
(FOR DARK
BACKGROUNDS)**

General Fonts (All Platforms) - Insert Your Brand Fonts

Primary Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

+CA8FF

Secondary Font

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9



COLOR PALETTE

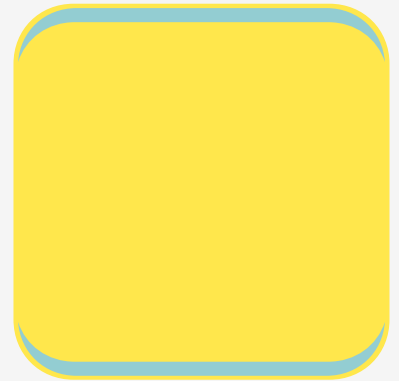
(CHANGE TO YOUR BRAND COLORS)



LIGHT BLUE
#4CA8FF
rgb(76,168,255)



GRAYISH BLUE
#E8EEF1
rgb(232,238,241)



LIGHT YELLOW
#FFE74C
rgb(255,231,76)



LIGHT BLUE
#1E3D7F
rgb(30,61,127)



GRAY
#7B8B99
rgb(123,139,153)



DARK BLUE
#171F4C
rgb(23,31,76)

TYPOGRAPHY USE

PRIMARY HEADINGS

FONT CHOICE

UPLEVELING YOUR BUSINESS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SUBHEADINGS

FONT CHOICE

UPLEVELING YOUR BUSINESS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BODY TEXT

FONT CHOICE

UPLEVELING YOUR BUSINESS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SOCIAL IMAGES

(INSERT YOUR
OWN TEMPLATES /
EXAMPLES)

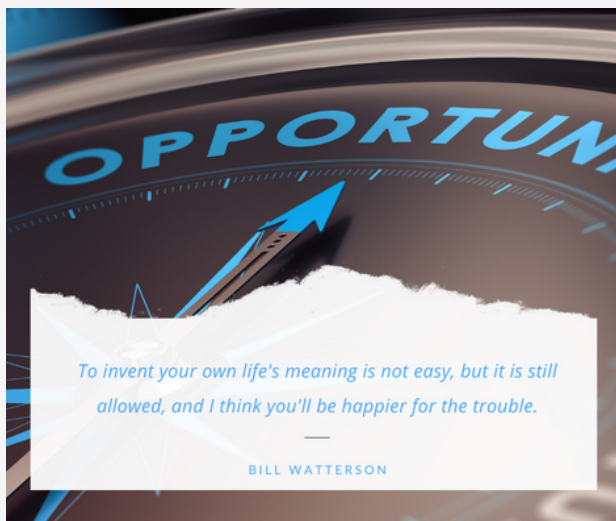
Instagram



Enjoy every moment,
make yourself a priority
so others will feel a
priority.

KRISTEN DAVID

Facebook/LinkedIn



I am dedicated to helping
business owners learn
how to build systems so
they can take time to
recharge and enjoy their
life because I once lived a
life in the trenches of my
business.

- Kristen David



LOOKING FOR MORE RESOURCES?

At Upleveling Your Business, our goal is to help you grow a profitable business with systems - one that allows you to live the life you want to live.



WE'D LOVE TO CONNECT!

Be sure to join our free Facebook group for biz nuggets, strategies, and support - and if we can help you build your systems and develop the strategy you need to grow, let us know - just click the button below to schedule a free call!

[CLICK HERE TO
SCHEDULE!](#)



UPLEVELINGYOURBUSINESS.COM