

BRAND GUIDELINES + COPY PLAN

Keeping track of your brand elements isn't easy. It's something that every one of my new [brand coaching](#) clients struggle with! That's why I created this worksheet—so that you never again have to wonder, "What the heck was that HEX code again??"

ELEMENT	SPECIFICATIONS Do's & Don'ts, Important Details
MUSIC style genre tone	
LOGO variations acceptable uses	
COLORS names RGB Hex codes	
IMAGES style tone placement	
WEBSITE style flow layout UX	
SOCIAL MEDIA style tone focus	

ELEMENT	COPY
INTRO	
OUTRO	
DESCRIPTION	
TAGLINE	
WEBSITE	
SOCIAL MEDIA BIOS	

