



Branding & Voice Cheat Sheet

1. Brand Basics

- **Brand Name:** _____
 - **Tagline:** _____ (Short, memorable, 5–8 words)
 - **Brand Voice Words:** _____
(Pick 3 words that describe your personality: friendly, professional, fun, trustworthy, etc.)
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2. Logo Guidelines

- Keep it **simple** and **readable**
 - Use **1–2 fonts max**
 - Ensure it looks good in **color & black/white**
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3. Color Palette

Role	Color	Hex Code
Primary	_____	_____
Secondary	_____	_____
Neutral	_____	_____

Tip: Use your primary color for main elements, secondary for accents, neutral for background/text.



4. Fonts

- **Main Font:** _____ (for headings)
- **Secondary Font:** _____ (for body text)

Tip: Use consistently on your website, social media, and marketing materials.

5. Voice & Tone Examples

Channel	Tone	Example Phrase
Website	Friendly & inviting	"Welcome! We bake fresh treats daily for you."
Email	Informative & personal	"Hi Sarah, this week's special is chocolate croissant—grab one while it lasts!"
Social Media	Fun & casual	"Who else loves sprinkles as much as we do? 🍩 #DonutDay"
Customer Support	Polite & helpful	"We're sorry your order was late. Here's what we can do to fix it."

6. Quick Implementation Checklist

- Store logos, colors, fonts, and voice sheet in **one folder**
 - Apply branding consistently across **website, emails, social media**
 - Review monthly for **consistency**
 - Update tagline or visuals only when **brand evolves**
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