

BOSS BABE BRAND GUIDE TEMPLATE

✓ BRAND IDENTITY

- BUSINESS NAME: _____
- TAGLINE/SLOGAN: _____
- MISSION STATEMENT: _____

✓ VISUAL BRANDING

- LOGO VARIATIONS (MAIN, SECONDARY, ICON)
- BRAND COLORS (LIST HEX CODES FOR CONSISTENCY)
- FONTS (PRIMARY & SECONDARY)
- IMAGE & PHOTOGRAPHY STYLE (BOLD, MINIMAL, FEMININE, ETC.)

✓ MESSAGING & TONE

- BRAND VOICE (FUN? PROFESSIONAL? INSPIRATIONAL?)
- KEY MESSAGING (WHAT DO YOU WANT TO BE KNOWN FOR?)
- WORDS/PHRASES TO USE & AVOID

✓ SOCIAL & MARKETING PRESENCE

- INSTAGRAM HANDLE: _____
- FACEBOOK HANDLE: _____
- TIKTOK HANDLE: _____
- LINKEDIN HANDLE: _____
- WEBSITE URL: _____
- EMAIL STYLE & SIGNATURE: _____