

# Brand Style Guide Worksheet

Use this alongside the guide. Each section maps directly to a step. Fill in what exists, flag what doesn't, fix in order of priority.

## Step 1. Audit

Before touching anything, run this. 20 minutes.

Question	Yes	No
Can a freelancer find our brand guide without asking someone?		
Does it include behavioral voice examples, not just adjectives?		
Does it cover AI prompt inputs?		
Does it have a named owner with a standing review reminder?		
Has it been updated in the last 12 months?		
Does it cover every channel we actively publish on?		
Does it include an off-limits list?		

Score: \_\_\_ Yes / \_\_\_ No (3 or more No: rebuild using this worksheet. Fewer than 3: patch the gaps.)

Gap Identified	Priority (High/Medium/Low)	Owner	Fix By

## Step 2. Ownership

Fill this in before writing anything else.

Layer	What It Covers	Owner (name, not team)	Update Trigger
Brand Foundation	Purpose, promise, values, personality		Repositioning, acquisition

Voice + Tone	How you sound across surfaces, including AI inputs		New channel, AI tool adoption
Visual Identity	Logo, color, type, imagery, motion		Rebrand, new platform
Operations	Access, approvals, audit schedule		Annually, at minimum
Where the guide lives	(one URL)		

### Step 3. Brand Foundation

Test for every field: could a contractor use this to make a content decision without asking you first?

**Brand Purpose** One sentence. Reason for existing beyond revenue.

*We exist to \_\_\_\_\_*

**Brand Promise** The one thing customers can count on at every touchpoint. Specific enough that you could actually violate it.

*Customers can always count on us to \_\_\_\_\_*

#### Brand Values

Two to four. Written as behaviors, not nouns.

Value	What it looks like in practice	What it doesn't look like

**Brand Personality** Three to four traits. No adjective without an example sentence.

Trait	Sounds like us	Doesn't sound like us

### Step 4. Voice Attributes

*Three maximum. Behavioral definitions only.*

Attribute	Behavioral Definition	Do	Don't

### Tone Matrix

Fill in every channel your team actively publishes on. A blank row means your team is guessing.

Surface	Register	What to Avoid
LinkedIn post		
Email nurture		
Product UI		
Error messages		
Social response		

### Off-Limits List

Category	Entries
Filler openers	"In today's landscape," "Now more than ever," "As we all know"
Hedge constructions	"It's worth noting," "One might argue," "We believe"
Unverifiable superlatives	"best-in-class," "world-class," "industry-leading"
Sentence constructions to avoid	
Topics handled with specific care	
Add yours	

## Step 5. Visual Identity

*Flag any row that lives in someone's head or in a file with a version number in the filename.*

**Logo**

Element	Documented?	File URL
Primary logo		
Secondary mark		
Favicon variant		
Clearspace specs		
Minimum size rules		
Dark mode variants		
Rules for AI-generated backgrounds		

**Color**

Color Name	HEX	RGB	Usage Ratio	Surfaces Used On

**Typography**

Use	Font Name	Role	Weights	Minimum Size	Fallback
Primary				16px	
Secondary					

**Imagery**

Element	Documented?	Notes
Subject framing		
Lighting treatment		
Color grade		

AI-generated: approved styles		
AI-generated: off-limits styles		
Attribution/disclosure rules		

### Motion and Video

Element	Documented?	Notes
Lower-third style		
End card design		
Intro/outro length		
Aspect ratio per platform		
Brand music/sound palette		

## Step 6. Operations

### Ownership

Role	Name	Responsibility
DRI		Owns the guide, runs the quarterly audit
Brand lead		Foundation and repositioning decisions
Content lead		Voice, tone, off-limits list
Design lead		Visual identity, accessibility

### Update Triggers

Trigger	Who Initiates
New channel or platform added	DRI
AI tool adopted by content or design team	DRI
Acquisition or significant repositioning	Brand lead
Annual scheduled audit	DRI

## Quarterly Audit Checklist

*Run every 90 days.*

<b>Item</b>	<b>Owner</b>	<b>Done?</b>
HEX codes verified against current design files	Design lead	
Voice doc tested against 10 recent AI-assisted outputs	Content lead	
Tone matrix covers every active channel	Content lead	
Off-limits list reviewed and updated	Content lead	
Asset library links active and pointing to current files	Design lead	
No legacy logo versions in active circulation	Design lead	
DRI confirmed and successor identified	Brand lead	