How to create a simple brand style guide (even as a one-person business)

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> A one-page brand guide keeps your logo, colours, fonts and mascot consistent everywhere. What to include and a template structure you can copy.

Big companies have 100-page brand books. You do not need that. But even a freelancer or small shop benefits from a short guide that answers: which logo, which colours, which fonts, and how does our mascot behave?

What to include

- Logo versions: main, horizontal, icon only; colour, black and white. Minimum size and clear space around it.
- Don’ts: no stretching, no new colours, no shadows, no busy backgrounds.
- Colour palette: 2–3 main colours and 2–3 accents, with HEX, RGB and CMYK codes.
- Typography: one heading font and one body font, with sizes for web and print.
- Mascot rules: approved poses and expressions, the character sheet, and what the mascot never does.
- Imagery style: illustration or photo, bright or calm, examples to follow.
- Tone of voice: three words that describe how you write (for example: friendly, clear, playful).

Keep it practical

- One to five pages, as a PDF anyone can open.
- Put the same assets into a shared folder and your Canva Brand Kit.
- Update it once a year.

Why it pays off

Consistency builds recognition. When your website, Instagram, packaging and invoices look the same, customers trust you faster — and every designer or employee you work with knows the rules from day one.