



WORKSHEET: STYLE ELEMENTS TEMPLATE



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How to Use this Worksheet

When putting together great visuals, make sure you're staying consistent from a brand style standpoint. Whether you're adding an image to a blog post or a social media post—or adding anything visual at all— the last thing you want is to guess which colors, images, or fonts to use to stay consistent with other images your brand publishes.

Use this worksheet to familiarize yourself with the key elements of your brand style. If your organization does not have a style guide, this worksheet can act as a template you can use to note key style elements (fonts, colors, etc.) from major assets such as website or product materials.

Color

Add color names and hex values in the spaces below:

Primary



HEX #



HEX #



HEX #



HEX #

Secondary



HEX #



HEX #



HEX #



HEX #

Typography

Add font names in the spaces below:

Primary Font

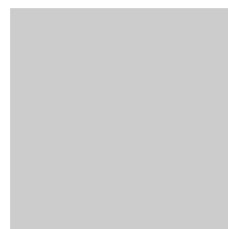
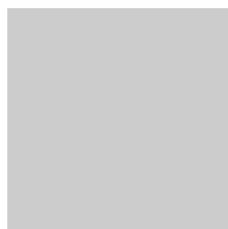
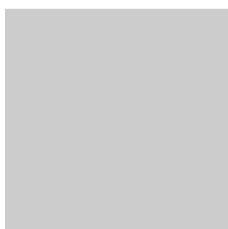
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Secondary Font

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Imagery

Copy sample brand style images below:



Logos

Add your organization's logos below:

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Color Guidelines

Do's	Don'ts

Typography Guidelines

Do's	Don'ts

Imagery Guidelines

Do's	Don'ts

Logo Guidelines

Do's	Don'ts