

BRAND BOOK

A brand book, also called a brand guideline, style guide, or brand bible, is a set of rules that explains how a brand works. It details what sets the brand apart from others and makes the particular brand unique. It provides the definition of the corporate identity and how it is presented to the public.

BRAND BOOK CONTENT AND APPROVAL

The “HSCG Brand Book” is the style guide for the HSCG. It covers:

- ♦ Brand history, vision and personality
- ♦ Logo usage
- ♦ Color palette
- ♦ Type styles
- ♦ Guidelines and specifications for:
 - Office stationery (business cards, letterhead, envelopes)
 - Merchandising (logo’ed items)
 - Print materials
 - Advertisements
 - eZine & electronic publications
 - eMail/eNews
 - Online logo usage (website, social media sites, blog)
 - Conference materials & signage
 - Editorial and copywriting
 - HSCG policies and procedures
 - Annual Meeting Minutes
 - Certification documents and forms
 - Internal documents (e.g. Employee handbook)

The Brand Book must be approved by the Board of Directors. Any changes must be approved by the Board before going into effect.

The Executive Director is responsible for assigning a staff member the responsibility of maintaining the Brand Book.

HSCG MATERIALS

In order to ensure consistency across the HSCG brand, all externally-facing (publicly viewed) materials should follow the guidelines covered in the Brand Book. Internal documents should also follow the Brand Book, but it is not required unless they are available to the public in any way.

The Office Manager and Executive Director are responsible for ensuring that any materials being approved for use are in accordance with the Brand Book guidelines.

The responsibility for reviewing and approving materials as being compliant with the Brand Book may be delegated to a specific staff person who is familiar with the Brand Book guidelines.

Approved by the
Board of Directors

History:

July 1, 2018	(v1) Original publication date.
2022	(v1.1) Reviewed; no changes made. Reformatted