AUTOMATED AG
SOLUTIONS LLC

Brand Guidelines

Made by ShadBoost

INNOVATIVE PRODUCTS FOR THE POULTRY INDUSTRY

BRAND GUIDELINES CONTENT

01 the overview

A branding guide is your personal rule book for your brand. It keeps everything consistent, like your logo, colors, fonts, imagery, and communication style. When your brand is consistent, people recognize and trust it more easily.

The guide streamlines the creative process, making it easier for your team and third parties to create content that reflects your brand's vision. It works across different platforms like websites, social media, print, and merchandise, maintaining a unified identity.

Onboarding new team members and collaborating with others become smoother with the branding guide. They can quickly understand your brand's guidelines and contribute effectively.

Additionally, the branding guide protects your brand from misuse or confusion. By following it, you safeguard your brand's reputation.

In conclusion, a well-crafted branding guide is essential for a strong brand identity. Stick to its guidelines to maintain consistency, build recognition, and protect your brand's uniqueness. Embrace your branding guide, and watch your brand flourish!
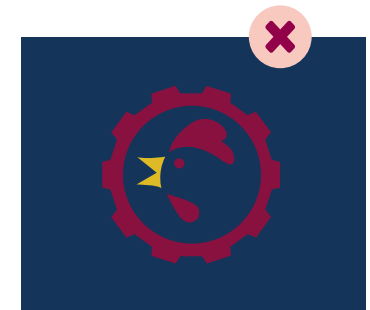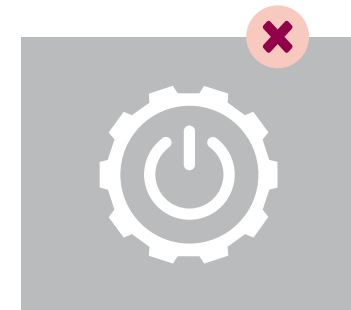
02 logo

Wordmark

Icons

Dark and Light

03 typography

Futura.

This font is used for headings, titles, etc.

Bold
Regular
Light

Gill Sans.
This font is used for body text, paragraphs, and wherever there is a large amount of text to be read.

Aa

AaBbCcDd EeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWw
XxYyZz
0123456789(&?!/,.;-_+;%@*")

The quick brown fox jumps
over the lazy dog.

04 colors

Color One
Hex: 8b1a3c
C: 31
M: 99
Y: 65
K: 28

Color Two
Hex: 16325a
C: 100
M: 85
Y: 38
K: 30

Color Three
Hex: bfbfbf
C: 25
M: 20
Y: 20
K: 0

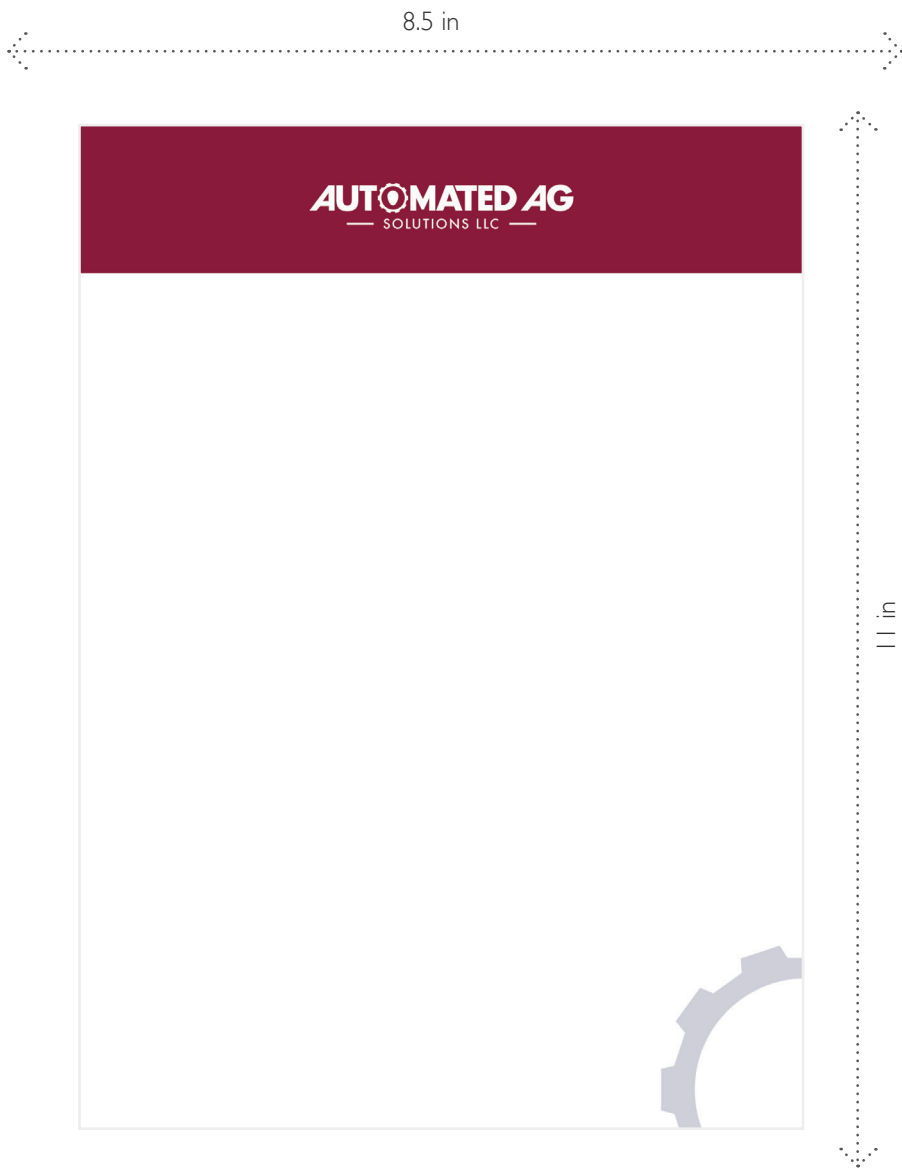**Color Four**
Hex: 202936
C: 83
M: 72
Y: 54
K: 59

05 stationery

Business Card

3.5 in

2 in

JOHN SMITH
Managing Director

(123) 456-7890

(123) 456-7890

John@AutomatedAG.com

2187 North Penryn Road
Manheim, PA 17545

AUTOMATED AG
SOLUTIONS LLC

AUTOMATED AG
SOLUTIONS LLC

Envelope

8.5 in

11 in

Letterhead