



DIY Brand Kit Template

This do-it-yourself brand kit helps you collect and organize the key pieces of your brand identity. Use this as a reference when designing content, packaging, your website, or working with collaborators.

1. Brand Overview

Business Name: _____

Short Description of Your Brand:

Mission or Tagline:

2. Logo Usage

Paste or link your logo files here (primary, alternate, submark):

Notes on how and where to use each version:

3. Color Palette

List your brand colors and their HEX codes or RGB values:

1. Color Name: _____ HEX: _____ RGB: _____

2. Color Name: _____ HEX: _____ RGB: _____

3. Color Name: _____ HEX: _____ RGB: _____

4. Color Name: _____ HEX: _____ RGB: _____

5. Color Name: _____ HEX: _____ RGB: _____

4. Fonts

Primary Font: _____ (Used for headlines/titles)

Secondary Font: _____ (Used for body text)

Accent Font (if applicable): _____



5. Imagery Style

Describe the style of photography, textures, or illustrations that match your brand:

Visual inspiration keywords:

6. Brand Voice

List 3–5 adjectives that describe your tone of voice:

1. _____
2. _____
3. _____
4. _____
5. _____