

EMAIL MARKETING *Style Sheet*

Name: _____ Blog/Website: _____

Please fill out the sections of this style sheet carefully. This will be the guide used to create your newsletter templates.

Three adjectives that describe your brand:

1: _____

2: _____

3: _____

What fonts do you use?

(Please notate which fonts were purchased.)

Blog Header	
Post Titles	
Content Text	
Other	

What colors do you use?

COLOR

(ex: pink)

LOCATION/USE

(ex: headings)

HEX CODE

(ex: f5897f)

Draw or describe other design elements.

Consider dividers and other graphics you use consistently:

How would you describe your tone/voice?

Are there specific words or phrases you use regularly?

Any other notes about your branding?