



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM DESIGN A STUNNING BRAND
WITH AI

Brand Book Kit

Assemble your brand book from the pieces you've already made: the 7-section checklist, the generation prompt, and the Canva warning.

Part of the free Design a Stunning Brand with AI course · by Evolv
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Brand Book Kit

Your brand book is assembly, not creation — you've already made every piece. Build **two** versions: a pretty PDF for humans and a plain-text file for AI.

The 7 sections (same for both)

1. **Cover / brand at a glance** — business name, logo, one-line promise (from your strategy doc's quick reference).
 2. **Logo & usage** — the primary logo plus your derivatives (social avatar, favicon mark), and a short do/don't row.
 3. **Color palette** — each colour as a swatch with its hex, its role (primary / accent / neutral), and a one-line rationale.
 4. **Typography** — heading font and body font (names + Google Fonts links), with a sample "Aa" and a line of real copy.
 5. **Voice & tone** — your 5 brand words, "we sound like" / "we don't sound like," a couple of example phrasings.
 6. **Imagery note** (optional, one line) — the look of your photos and graphics.
 7. **How to use this** — the handoff note: "give this to any designer or AI and say stick to these."
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Artifact 1 — the pretty PDF (free Canva template)

1. canva.com → sign in free → search "**Brand Guidelines.**" Open a minimal, mostly-free template (avoid ones plastered with Pro-crown elements). Template hub: canva.com/templates/s/brand/
2. **Cover:** business name + drag your transparent-PNG logo in via Uploads. Add the one-line tagline.
3. **Logo section:** place the primary logo and derivatives (avatar, favicon mark). Add a do/don't row — don't stretch, don't recolor, don't add effects, keep clear space.
4. **Color section:** a swatch per colour; under each, type the hex and its role. Canva's free colour tool takes hex codes directly.
5. **Typography section:** heading and body fonts with a sample "Aa" and one line of real copy; list the names plus the Google Fonts link.
6. **Voice & tone:** paste the condensed voice notes from your strategy doc.
7. **Export:** Share → Download → PDF (Standard is free). Save as [brand-book.pdf](#).

The one trap: Canva's "**Brand Kit**" / "**Brand System**" is a *Pro* feature (on free you can't even upload a logo to it) — you do NOT need it. The "**Brand Guidelines**" **template** is a *free document* you type into and export as a PDF. That's the one you want.

Artifact 2 — the AI-pasteable brand file (the secret weapon)

Open ChatGPT or Claude, upload your logo, and paste this — filling the brackets with your real assets:

```
You are a brand strategist. Compile a clean, structured brand guidelines document in
Markdown for my business, using ONLY the assets I give you - do not invent colors,
fonts, or details I didn't provide. Here is my brand strategy summary: [paste the
quick-reference section of your strategy doc]. My colors are: Primary #XXXXXX, Accent
#XXXXXX, Neutrals #XXXXXX / #XXXXXX. My fonts are: Headings = [Google Font], Body =
[Google Font]. My voice in three words is: [x, y, z]. Output sections in this order:
Brand overview, Voice & tone (with 3 do's and 3 don'ts), Logo usage rules, Color
palette (hex + role for each), Typography (font names + where each is used), and a
one-paragraph 'How to use this file' note telling any future AI to follow these rules.
Keep it under ~600 words and copy-paste ready.
```

Save the output as `brand-guidelines.md`. Two things before you do:

- **Verify, don't trust.** Re-read the hexes and font names — it must contain *only* what you actually chose.
- **Why plain text.** AI tools read markdown straight into context; a PDF they can't reliably parse. This is the file you paste into every future AI and say "follow this brand file."

The one-line AI handoff

```
Follow this brand file for everything you write and design for me - colors, fonts,
voice, and logo usage. Do not deviate from it. Here it is:
```

```
[paste the full contents of brand-guidelines.md]
```

Evolv Strategies — Design a Stunning Brand with AI



EVOLVV STRATEGIES

THE NEXT STEP

Want a site this polished without building it yourself?

You've just built a real brand with AI — logo, palette, type, voice. The natural next step is a website that wears it.

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Prefer to start with the big picture? Free strategy sessions and free custom-app consults live at the same link.

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