Working guidelines — 6 brands

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Extract from 3 sets, read across 12,400 files · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **Working guidelines are not a redrawn brand book: they are the guidelines as published visuals actually apply them.** Every rule below is verifiable against files the studio produced and had approved — none of it is intuition.

Why guidelines read off the files change the cost of a review

Measured finding	Value	What it costs today
Visuals breaking at least one point of the guidelines, across the last 340 published	**4 in 10**	**A logo fix instead of an image decision**
Share of those gaps concerning logo clear space	**8 in 10**	A rule written in millimetres in 2019, applied to formats that did not exist
Brands whose guidelines were written before this work	2 of 6	Four brands lived only in the studio's heads
Files read to build the 6 sets	12,400	—

What working guidelines fix, and why each line matters

Point	How it is expressed	Why that form
Logo clear space	**As a proportion of the logo's height**, never in millimetres	**A value in millimetres does not survive the move from a billboard to a story**
Palette	Exact values, screen and print, with fallbacks	The brand green does not render the same on a screen and on paper
Typography	Families, weights, **and the associated licence**	**A typeface without a checked licence is a risk, not a choice**
Legal notice	Position, minimum size, mandatory presence per support	The most forgotten rule, and the only one visible from outside
Safe margins	Per support, with the printer's technical allowance	Whatever falls inside is trimmed, and nobody sees it before the print run
Rules held but never written	**Read off the files, submitted for approval**	**Often the most distinctive trait of the brand**

Three sets, in summary

Brand	Dominant trait	Unwritten rule recovered	History available
Aubevert retail brand	Logo top left, brand green on light backgrounds	**Never a photograph behind the logo — held in 96 % of cases**	**4,100 visuals**
Aubevert Pro · landscapers	Darker palette, denser information	**Prices always shown excluding VAT** — a constraint of the professional clientele	820 visuals

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Brand	Dominant trait	Unwritten rule recovered	History available
Two partner brands	Their own guidelines, framed by the co-branding contract	What the contract allows, and above all **what it leaves unsaid**	**40 visuals each — the limit of the work, and it is named**

> **Each set can be corrected one word at a time.** The six sets of working guidelines are reviewed by the art director before being used in production, and remain editable at any time. **No rule is applied without having been approved.**

For the studio to decide

Brands whose guidelines should be enriched first: _____

Logo clear space, value adopted (as a proportion of logo height): _____

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