



FREE GUIDE 04 · OCTOBER 2026

The One-Page Brand Sheet

Your name, colors, fonts, voice and pitch on one printable page, so every card, post and sign looks like the same business. With a filled-in example.

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40 years in brand building and retail
sparkmyname.com · Free to read, print and share

The One-Page Brand Sheet

Fill this in once. Hand it to anyone who makes anything for your business, from a sign printer to a friend making your flyer, and your brand stays the same everywhere.

BUSINESS NAME

TAGLINE (UNDER 8 WORDS)

ONE-SENTENCE BRIEF: WHO, WHAT, HOW IT FEELS

COLORS (HEX CODES)

FONTS

WE SOUND LIKE (3 WORDS)

WE NEVER SOUND LIKE (3 WORDS)

LOGO FILES I HAVE

ELEVATOR PITCH (TWO SENTENCES)

WEBSITE AND EMAIL

SOCIAL HANDLES

EXAMPLE

A filled-in sheet

Harbor & Pine Coffee is a made-up business, used only to show how the sheet works.

BUSINESS NAME

Harbor & Pine Coffee

TAGLINE (UNDER 8 WORDS)

Slow coffee for busy mornings.

ONE-SENTENCE BRIEF: WHO, WHAT, HOW IT FEELS

A small coffee bar for commuters near the harbor that feels calm, warm and quick.

COLORS (HEX CODES)



#1F4E5F · #E8DCC8 · #C8763C

FONTS

Headlines: a serif

Everything else: a clean sans-serif

WE SOUND LIKE (3 WORDS)

Calm · warm · quick

WE NEVER SOUND LIKE (3 WORDS)

Loud · fussy · pushy

LOGO FILES I HAVE

Full color · one color · square icon · on dark background

ELEVATOR PITCH (TWO SENTENCES)

Harbor & Pine makes great coffee fast for people on their way to work. Order ahead, grab it in under two minutes.

WEBSITE AND EMAIL

harborandpine.com ·
hello@harborandpine.com

SOCIAL HANDLES

@harborandpine everywhere

Want it done for you?

Describe your business in one sentence at sparkmyname.com. Spark makes 6 brand names, each with a live .com check, logo concepts, brand colors and a brand photo, plus a first trademark screen when one is available. Founding price \$39 one time for the first 100 customers · Regular price \$49.

General information, not legal, tax or financial advice. Written October 2026.