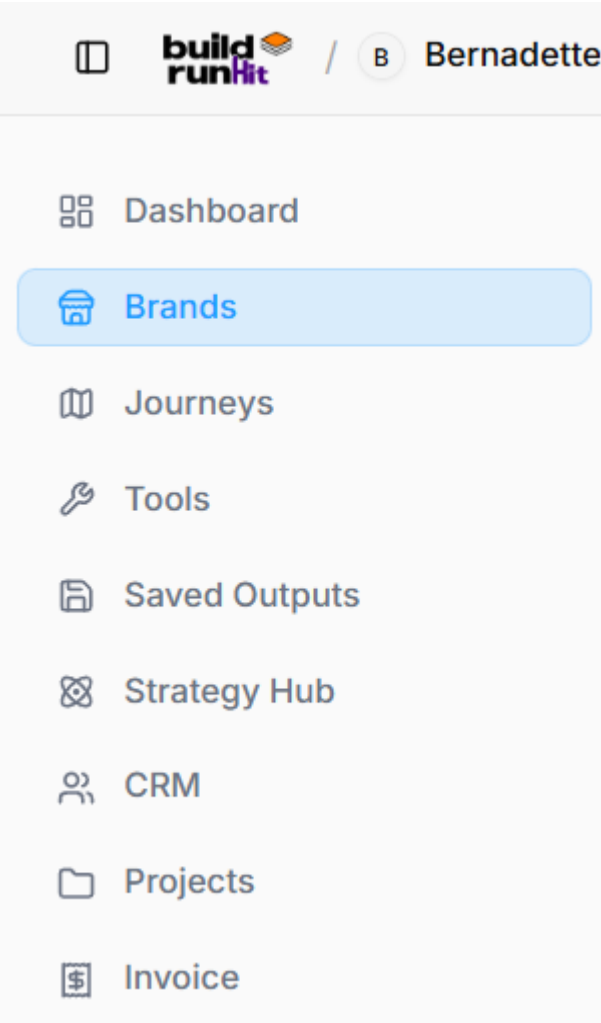
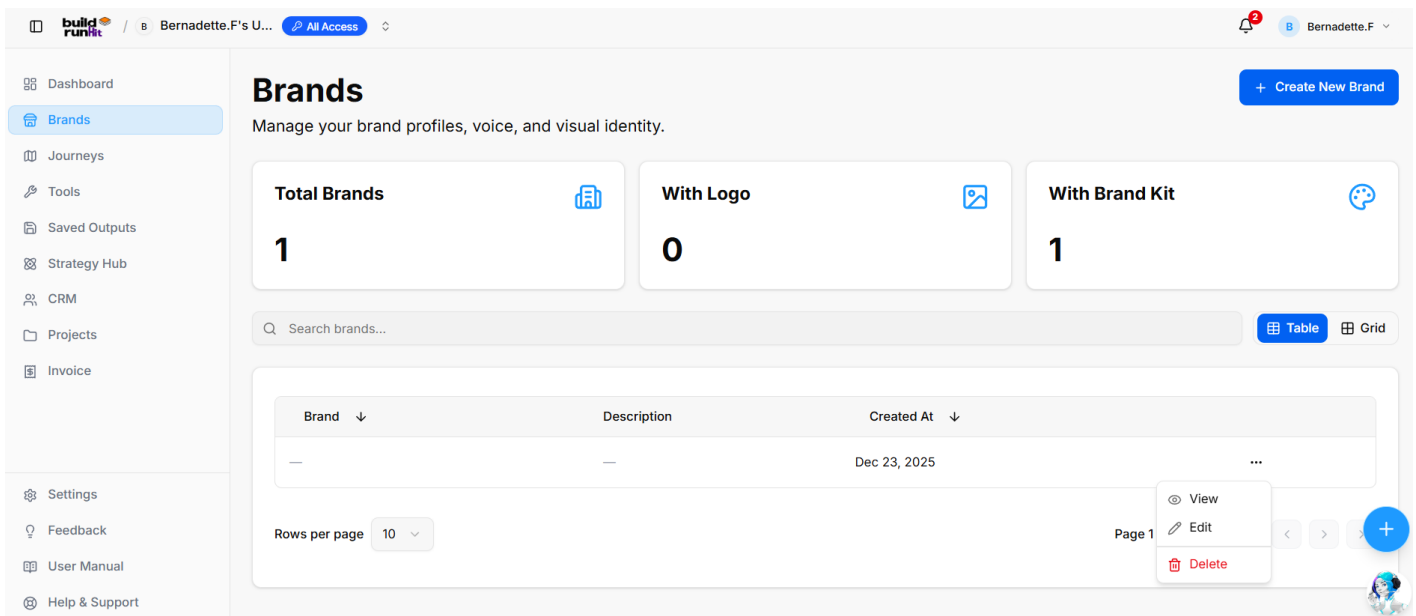


BuildRunKit Brands Module Sub-Section

Brands Module Sub-Section





The **Brands** module allows users to establish, manage, and maintain brand profiles, tone of voice guidelines, and visual identity assets across their business projects.

Metrics Summary Cards

- **Total Brands:** Displays the total number of created brand profiles (e.g., 1).
- **With Logo:** Tracks brand profiles containing an uploaded logo image (e.g., 0).
- **With Brand Kit:** Tracks profiles configured with a complete visual style kit (e.g., 1).

Search & Layout Controls

- **Create New Brand Button:** Opens the creation wizard to set up a new brand identity.
- **Search Input Field:** Real-time filter to search brand profiles (e.g., "Search brands...").
- **View Toggles:** Switches data display between **Table** view and **Grid** view.

Brand Profiles List

- **Brand Column:** Displays the brand name.
- **Description Column:** Displays the short summary or mission statement.
- **Created At Column:** Timestamp showing when the profile was generated (e.g., Dec 23, 2025).
- **Action Menu:** Context menu (⋮) offering profile management choices: **View**, **Edit**, and **Delete**.

Create New Brand Form Configuration

Logo

Select image

Upload your logo. Max size: 5MB. Supported formats: JPG, PNG, GIF, WebP.

Don't have a logo yet? [Let us help you create one!](#)

Brand Name

e.g., Test Brand

Tagline

e.g., Empowering Entrepreneurs

Description

e.g., A comprehensive platform for entrepreneurs to build and grow their businesses

Brand Voice

Select a brand voice that reflects your brand's personality from the options below or add a custom one.

Friendly

Casual and approachable tone

Professional

Formal and authoritative tone

Innovative

Creative and forward-thinking tone

Luxurious

High-end and exclusive tone

Playful

Fun and light-hearted tone

e.g., Professional and Inspiring

e.g., Professional and Inspiring

Add

Target Audience

Select the primary audience your brand targets from the options below or add a custom one.

Entrepreneurs

Small Business Owners

Startup Founders

Marketing Professionals

Freelancers

Consultants

Tech Professionals

Young Professionals

Decision Makers

Innovators

Service Providers

E-commerce Owners

e.g., Entrepreneurs and small business owners

e.g., Entrepreneurs and small business owners

Add

Core Values

Select up to 5 core values that represent your brand from the options below or add custom ones.

Innovation

Integrity

Excellence

Collaboration

Sustainability

Transparency

Creativity

Empathy

Resilience

Accountability

Passion

Diversity

Add a core value and press Enter

Add a core value and press Enter

Add

Brand Kit

Colors

Need inspiration? [Build your color palette here.](#)

Primary Color

#0070C3

Secondary Color

#FFFFFF

Accent Color

#FEB335

Typography

Heading Font

Inter

Body Font

Inter

Create Brand Profile

- **Logo Upload:** Image upload area supporting JPG, PNG, GIF, and WebP formats (max 5MB), plus a link to assist with logo creation.
- **Basic Information:** Form fields for **Brand Name**, **Tagline**, and a detailed **Description**.
- **Brand Voice:** Selectable personality cards (**Friendly**, **Professional**, **Innovative**, **Luxurious**, **Playful**) or custom voice input field.
- **Target Audience:** Multi-select tags for audience groups (e.g., *Entrepreneurs*, *Small Business Owners*, *Startup Founders*, *Marketing Professionals*) or custom audience entry.

- **Core Values:** Selection cards for up to 5 core principles (e.g., *Innovation, Integrity, Excellence, Sustainability, Creativity*) or custom value inputs.
- **Brand Kit:** Color palette fields (**Primary, Secondary, Accent Color** with integrated color picker links) and typography settings (**Heading Font** and **Body Font**).
- **Create Brand Profile Button:** Submits and saves the fully configured brand identity.

Viewing Brand Profile Details

Brand Profile

Edit
Export PDF
Delete



Created At: Dec 23, 2025

Brand Details

Brand Description

Brand Voice

Brand Target

Brand Kit

Brand Colors

Primary

#0070f3

Secondary

#1a1a1a

Accent

#ff6b35

Brand Fonts

Heading Font: Inter

Body Font: Inter

Brand Values

When selecting **View** from a brand's action menu, the **Brand Profile** detailed view displays the saved identity assets and configuration:

- **Header Actions:** Action buttons to **Edit** the profile, **Export PDF** for brand guideline sharing, or **Delete** the profile.
- **Logo & Timestamp Card:** Displays the uploaded brand logo image alongside the creation timestamp (e.g., *Created At: Dec 23, 2025*).
- **Brand Details Panel:** Summarizes key strategic messaging:
 - **Brand Description:** Overview of the business background and mission.
 - **Brand Voice:** Selected tone guidelines for marketing and communication.

- **Brand Target:** Defined target audience and buyer personas.
- **Brand Kit Panel:** Outlines visual design standards:
 - **Brand Colors:** Visual color swatches with exact Hex codes (e.g., *Primary #0070F3, Secondary #1A1A1A, Accent #FF6B35*).
 - **Brand Fonts:** Typography guidelines showing designated **Heading Font** (e.g., *Inter*) and **Body Font** (e.g., *Inter*).
- **Brand Values Panel:** Dedicated section listing the saved core brand values and operational principles.

Editing a Brand Profile

Edit Brand

Logo

Select Image

Upload your logo. Max size: 5MB. Supported formats: JPG, PNG, GIF, WebP.

Don't have a logo yet? [Let us help you create one!](#)

Brand Name

Tagline

Description

Brand Voice

Select a brand voice that reflects your brand's personality from the options below or add a custom one.

Friendly
Casual and approachable tone

Innovative
Creative and forward-thinking tone

Playful
Fun and light-hearted tone

Professional
Formal and authoritative tone

Luxurious
High-end and exclusive tone

e.g., Professional and Inspiring

 Add

Target Audience

Select the primary audience your brand targets from the options below or add a custom one.

Entrepreneurs

Startup Founders

Freelancers

Tech Professionals

Decision Makers

Service Providers

Small Business Owners

Marketing Professionals

Consultants

Young Professionals

Innovators

E-commerce Owners

e.g., Entrepreneurs and small business owners

 Add

Core Values

Select up to 5 core values that represent your brand from the options below or add custom ones.

Innovation

Excellence

Sustainability

Creativity

Resilience

Passion

Integrity

Collaboration

Transparency

Empathy

Accountability

Diversity

Add a core value and press Enter

 Add

Brand Kit

Colors

Need inspiration? [Build your color palette here.](#)

Primary Color

#0070C3

Secondary Color

#FAFAFA

Accent Color

#FDBB35

Typography

Heading Font

Body Font

Save Brand Profile

Clicking **Edit** from either the brand action menu or the Brand Profile header opens the **Edit Brand** interface, pre-populated with existing brand parameters for updates:

- **Logo Update Area:** Option to upload a new logo image file or generate one using the external link.
- **Basic Information:** Editable fields for **Brand Name**, **Tagline**, and **Description**.
- **Brand Voice & Audience Adjustments:** Selectable buttons and input fields to update tone options or refine target audience categories.

- **Core Values & Visual Kit:** Modify core brand value tags, color hex values (**Primary, Secondary, Accent**), and typography selections (**Heading Font, Body Font**).
- **Save Brand Profile Button:** Blue action button at the bottom of the page to commit and save all updated changes.

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Created 2026-06-05 11:46:37 UTC by Bernadette F

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