

WHAT'S IN A FULL BRAND PACKAGE?

☒ CHECKLIST

The internet is a busy place. When it comes to standing out and getting recognized, there's nothing more important than your brand. Your brand is like your signature — a promise you give your customer about the quality and the value of the product they are buying from you.

As you are designing your full brand package, make sure you cover your bases. Download this handy checklist and make the most of your brand.

**BRANDS MUST
BECOME ARCHITECTS
OF COMMUNITY**

Simon Mainwaring,
award-winning branding consultant

DIGITAL ASSETS

☐ EMAIL HEADER

☐ FACEBOOK ⁵
banner and profile image

☐ TWITTER ⁵
banner and profile image

☐ LINKEDIN ⁵
banner and profile image

☐ INSTAGRAM ⁵
profile picture

PRINT ASSETS

☐ BUSINESS CARD DESIGN

☐ LETTERHEAD
for correspondence,
contracts and forms

☐ ENVELOPE DESIGN

☐ COLLATERAL PIECES
(flyers, brochures, media kit)

☐ THANK YOU CARDS

FOR EVENTS

☐ EVENT BRANDING
(invitations)

☐ SIGNAGE

PHYSICAL PRODUCTS

☐ PACKAGING

☐ STAMPS

GENERAL

☐ COLOR PALETTE ¹

☐ LOGO & LOGO TREATMENT ²

☐ FONT/TYPOGRAPHY ³

☐ PHOTO STANDARDS ⁴

ARTISTIC DIRECTION

Most professional graphic artists will give you all the logos you need, but if asked what formats you want the final product in, be sure you check the boxes below:

☐ VECTOR FILES
.ai (Adobe Illustrator), .eps
and .svg files

☐ VECTOR PDF
great for printing

☐ HIGH RESOLUTION PNG
logo on a transparent
background

☐ HIGH RESOLUTION JPG
logo with a white background

GET DIFFERENT VERSIONS

☐ FULL-COLOR LOGO ⁶
(main version)

☐ GRAYSCALE LOGO ⁶

☐ INVERTED LOGO ⁶
with a color background

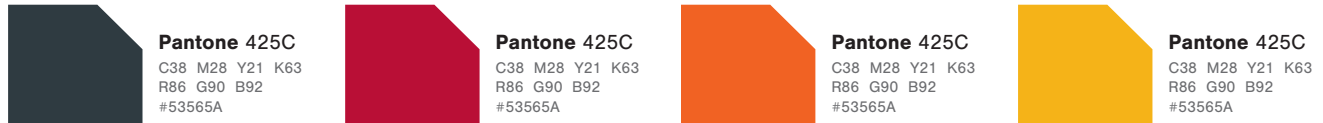
☐ SMALL VERSION ⁶
to use as an icon or favicon

TERMINOLOGY EXPLAINED

You didn't think we would leave you hangin' did ya?

1 COLOR PALETTE

Include your brand colors and breakdown values for consistency across different types of media.



2 FONT / TYPOGRAPHY

To ensure brand consistency state your primary type face (and secondary, if applicable) to be used when and where. Describing the font's characteristics and displaying an example of said font is helpful.

“ The primary typeface used for Intelivideo is **Nimbus Sans** where the condensed variety is used in the type treatment for the logo, as well as punchy headers and titles.
If our primary choice is not available on the medium used, **Open Sans** is allowed to be used instead. ”

3 LOGO & LOGO TREATMENT

Since you want to ensure that your brand appears reliable and consistent you will want to set the rules on how the logo is used and where. Setting a minimum size of the logo to be used is highly recommended since it will ensure legibility.

“ The full color version is the primary version to be used. Do NOT place the logo on a busy background but only a light colored background not in competition with the logo. For darker backgrounds use the inverted version. Do not change the font of the logo, do not add or subtract anything from the logo and always use a minimum of 1/4" of white space between the logo and the edge of the artwork. 1 1/4 (1.25)" wide is the safest minimum size for print. 170px for web. ”

4 PHOTO STANDARDS

Describe the type of imagery that is qualified to represent your brand with keywords. Is it the mood (optimistic, independent, free, etc) , a certain setting (desolate, open space), a color treatment (all imagery is used in black and white with the element of focus in the primary green brand color) or some other specific requirement?

It is helpful to include examples of approved images and unsuitable ones with a short discription as to why.

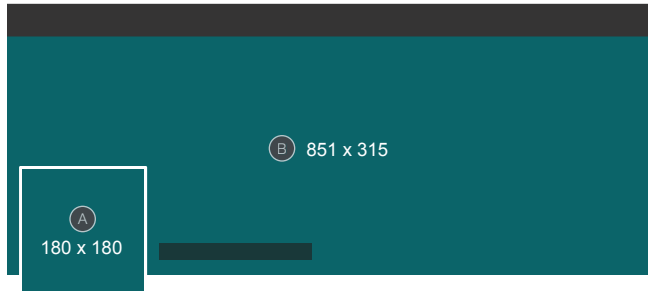


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DIGITAL ASSETS FOR SOCIAL MEDIA

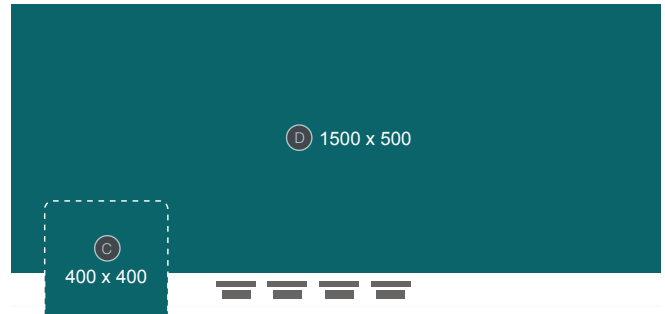
Below are the four most popular social media networks and their size specifications.

f FACEBOOK



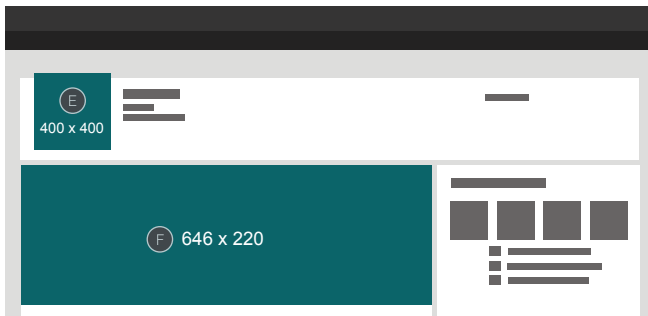
Your profile image (A) should be a square of at least 180 by 180 pixels, your cover image (B) should be 851 wide by 315 pixels high.

TWITTER



Your profile image (C) should be a square of 400 by 400 pixels, your cover image (D) should be 1500 wide by 500 pixels high.

in LINKEDIN



Your profile image (E) should be a square of 400 by 400 pixels, your company's banner image (F) should be 646 wide by 220 pixels high.

Instagram



Your profile image (G) should be a square of at least 110 by 110 pixels. Keep in mind that the circular mask will be applied automatically.

6

DIFFERENT LOGO VERSIONS

Having different color versions of your logo allows more flexibility for the designer yet you remain in control of your brand since you have set up the rules already.



FULL-COLOR LOGO
(main version)



GRAYSCALE LOGO



INVERTED LOGO
Logo to use with a color background



SMALL VERSION
to use as an icon or favicon