CREATING YOUR OWN BRAND KIT

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Typically people think of business assets as something tangible, like computers, furniture or company cars. These things owned by the company have a value.

Your brand is an asset as well, and unlike company cars and computers, the value of this asset will actually increase over time as your company grows.

Sure you have a logo, but do you have all the pieces you need for a complete brand kit which will grow as your business grows?

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YOUR LOGO

Your logo will be used on your website, business cards and in social media. It may also be painted on the side of a building, embroidered on a golf shirt or screen printed on coffee cups.

To ensure it always looks the same wherever it appears, your brand kit should include a range of formats.

Your
LOGO

EXAMPLE

FILE TYPES

Vector Version (AI or EPS)

WHY YOU NEED THIS

These files are the easiest for a professional designer to work with as the artwork can be shrunk or expanded with no degradation in the quality of the image. This is the format required for any type of large scale printing. With these files the designer can create any other version required.

? WHAT TO DO IF YOU DON'T HAVE THIS

This is where you need to turn to a professional. If you have a JPEG or PNG version a designer may be able to recreate your logo in vector format. Once you have the files save them someplace safe.

Do not rely on your designer, printer or brother in law to hold on to the files. This is the key to your marketing. Protect it.

Web Version (PNG)

WHY YOU NEED THIS

These files are small and load quickly on a web page. The transparent background allows you to place the logo on any color background or image. These files insert easily into Word documents and presentations.

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YOUR LOGO

(continued)

LOGO VARIATIONS

Your LOGO

Single Color

WHY YOU NEED THIS

Logo design may use several colors, but if you're printing something in black and white, you need a one color version of your logo.

Your LOGO

Transparent Version

WHY YOU NEED THIS

From time to time your logo will appear on a background that isn't white. This format allows you to place the logo anywhere, such as on textured background or photo.

Your LOGO

Alternative logo orientations

(vertical, horizontal, square)

WHY YOU NEED THIS

Your logo will appear on the top of web pages and on the back of a business card. It may be placed with other logos on an association website where space may be limited. Having alternative versions allows you to submit the right size and shape for every possible location.

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Social media avatar

WHY YOU NEED THIS

This is a scaled down version of your logo, or a simple graphic element designed to fill the square space on social media pages. Since this will be viewed on mobile devices it needs to be clear and identifiable in very small sizes.

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ADDITIONAL DESIGN ELEMENTS

STANDARD BRAND COLORS

Over time different people may create marketing elements. Defining a standard set of colors will keep things consistent and also reduce design times and lower design costs. There is no need to reinvent the wheel every time you start a project if you have set the colors in advance.

Colors will vary slightly based on the type of paper or fabric you are printing on or the color adjustment on a particular screen. You can minimize the variations with a standard set of colors in each of the following formats:

Pantone (PMS)

WHY YOU NEED THIS

This is a unique ink color, required for offset printing where each color is run separately.

CMYK

WHY YOU NEED THIS

These formulas are comprised of a series of 4 sets of numbers separated by a comma. (ex 80, 80, 10, 30) This format is required when you are using a digital printing method for professionally printed materials.

HEX/Web

WHY YOU NEED THIS

These 6 digit formulas are used to specify colors in web applications (ex: 003366).

RGB

WHY YOU NEED THIS

These formulas are a series of 3 sets of numbers separated by a comma. These formulas are used in any Microsoft application (120, 243, 99).

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WHAT TO DO IF YOU DON'T HAVE ANY OF THESE

Have a professional designer establish the formats. They have tools to adjust the colors to the different formats.

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ADDITIONAL DESIGN ELEMENTS

FONTS

Standard Fonts

WHY YOU NEED THIS

Just like your colors, knowing your brand fonts keeps things consistent, reduces design time and lowers design costs. At a minimum you need to know the names of the fonts used to create your logo.

If your branding (including the logo) uses nonstandard fonts it is important to purchase a commercial license for those.

WHAT TO DO IF YOU DON'T HAVE THIS:

Go back to the designer who created your logo and ask them for the name of the fonts so you can buy the complete font package. Any professional designer may be able to identify the font or recommend a close alternative.

GRAPHICS & PHOTOGRAPHY

Textures & Icons

WHY YOU NEED THIS

Using similar elements throughout your designs is key when it comes to brand recognition. If there are recurring graphics, textures and other images used on your website it is important to keep those for use in other marketing materials.

Photography

WHY YOU NEED THIS

Many brands use a combination of personal, professional and stock photography in their designs and on social media. An organized and well labeled folder containing your company's photos ensures high quality team photos won't need to be unnecessarily retaken and stock images repurchased or lost for good.

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BRAND DOCUMENTS

BRAND STATEMENT

Branding is more than just pretty colors, cool fonts or an attractive logo. True branding begins long before you put pen to paper, with an analysis of your clients. – Who are they, what do they need, how do you solve their problem and most important what do you want them to think about you.

Your brand statement should include:

☐ Target Audience

WHY YOU NEED THIS

Your target audience will guide your decisions as to where to spend your time on social media, what advertising tools to invest in and how to select the right graphics and colors to draw them in.

☐ Mission Statement

WHY YOU NEED THIS

The more precisely you define your client the easier it is to write compelling marketing messages which address their pain points and how you are uniquely qualified to help them.

? WHAT TO DO IF YOU DON'T HAVE THIS

Download a copy of our Position Statement Workbook. Spend a few hours answering the tough questions about your brand once and for all. www.roundpeg.biz/what-makes-you-unique

STYLE GUIDE

☐ PDF Document outlining brand guidelines

WHY YOU NEED THIS

Having all your brand information in a simple document makes it easy to create new marketing materials which consistently represent your brand. Your style guide should include color codes, fonts and rules for proper brand usage.

? WHAT TO DO IF YOU DON'T HAVE THIS

If you are investing in new branding ask your designer to create this as part of the branding project. If you have existing assets work with a professional designer to build a standard 'rule book for your brand."

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ADDITIONAL FILES

You may or may not have some of these pieces. But if you have spent money to design any of these elements you should have the original files tucked away securely with the rest of your brand kit.

- [ ] **Print Files-**

  Business cards, letterheads, envelopes, brochures, etc.

- [ ] **Advertisements-**

  Print and web ads, for style reference

- [ ] **Passwords-**

  Over time your company is likely going to require many passwords, for everything from company email accounts to social media. Keep all passwords in a secure location and update them often.

- [ ] **Brand Specific Email-**

  If you are serious about your business, get serious about your email. You can still use Yahoo or Gmall to read your email, but it is time to replace "johnsmith29664@yahoo.com" with johnsmith@mycompany.com.

- [ ] **Website Backup-**

  Keeping a backup of your site with the rest of your brand files is a good way to ensure you can have everything up and running in a short period of time in case of a website emergency.

Remember, this is your brand.

Your brand is your image, and the files you keep in your brand kit are the pieces that come together to create that image. Protect your brand kit as you would any other asset in your business. Designers and printers don't store your files forever, so make sure you take ownership and get your branding files organized. You'll be glad you did.

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