BRAND ENHANCEMENT PACKAGE

WHY DO I NEED A BRAND ENHANCEMENT?

A consistent visual identity is the key to successful branding. To build brand recognition you have to look like you, regardless of where you're being represented. In today's brand saturated world, this requires more than just having a logo. Your logo, colors, graphics and icons must work together to create a full brand experience.

A brand enhancement is the perfect next step for companies with a solid logo they are using consistently, but without clear guidelines for additional elements. The brand enhancement package creates a cohesive and organized style guide that is easy to implement in all your marketing and sales materials, on and offline.

KIT INCLUDES:

- 3 Pattern Alternatives
- Icon Set (6-12 icons)
- Accent Color Palette (2-4 colors)
- BONUS Business Card Design Refresh

BRAND PATTERNS/TEXTURES

The patterns and background textures used on your website, social media and other marketing materials should conceptually reinforce your brand. These visuals provide a sense of continuity across all platforms.

WE WILL CREATE THREE VARIATIONS OF A PATTERN TO COMPLEMENT YOUR BRAND.

EXAMPLES:

READ MORE ON BRAND PATTERNS >

ICON SET

Icons communicate an intended idea to the viewer at a glance. They play a crucial role in guiding viewers attention from one place to the next. They are especially useful on websites, apps and anything else that is regularly viewed on a cell phone or tablet, because they are easy to scale and view at small sizes.

WE WILL DETERMINE WHERE ICONS ARE NEEDED AND CREATE A SET OF 8-12 ELEMENTS TO COMPLEMENT YOUR EXISTING BRAND.

EXAMPLES:

READ MORE ON BRAND ICONS >

ACCENT COLORS

With the rise of social media and digital marketing, it's no longer enough to have only one brand color. It's important to create a large enough color palette to allow for flexibility, especially when it comes to web and mobile design. Determining a color palette that best suits your industry, values and target audience is a crucial step in the branding process.

WE WILL PROPOSE 2-4 ADDITIONAL COLORS TO ADD TO YOUR BRAND'S CURRENT COLOR PALETTE, ALONG WITH COLOR CODES AND SUGGESTIONS FOR WHERE AND HOW TO INCORPORATE THEM.

EXAMPLE:

roundpeg sm

RGB: 00/70/127
CMYK: 100/57/0/38
Pantone: 541 U
Web: 00467F

RGB: 00/160/175
CMYK: 79/17/30/0
Pantone: 3125 U
Web: 02A1AF

RGB: 00/70/127
CMYK: 100/57/0/38
Pantone: 541 U
Web: 00467F

RGB: 00/160/175
CMYK: 79/17/30/0
Pantone: 3125 U
Web: 02A1AF

RGB: 243/114/33
CMYK: 0/69/100/0
Pantone: 151 U
Web: F37221

RGB: 137/177/196
CMYK: 48/19/16/0
Pantone: 542 U
Web: 387B1C4

RGB: 144/211/211
CMYK: 42/0/19/0
Pantone: 3105 U
Web: 90D3D3

RGB: 188/190/192
CMYK: 0/0/0/30
Pantone: Cool Grey 4
Web: BCBEC0

READ MORE ON ACCENT COLORS >