

BRANDING GUIDELINE / CORPORATE IDENTITY

Every business, big or small, should have a document called a 'Corporate Identity Guideline' that details important information about how its brand should be visually presented.

Branding standards provide protection, consistency and conveys direction for internal and external users of your logo. A formal record will also avoid artwork redraws and confusion about colours, font styles and positioning ... and delays getting projects underway smoothly, such as the decoration of promotional products.

The following will help you to develop a suitable official record of one of the most important assets of your business ... your identity.

The complexity of the branding document will be determined by how your logo is used, the internal protocols set and whether third parties have access to use.

At a minimum, the contents should include:

1. all artwork in electronic 'ready to use' format as well as printed logo sheets for comparison.

- Versions of all logos in the different one, two and other colour combinations, black & white and reversed and all the various designs (i.e. with and without tag lines)
- Logo versions in different formats - jpeg and gif and vector art for print and promotional product projects

2. Supporting information should include:

- fonts/type faces contained in the logo
- colours within logo
i.e. pantone, CMYK, RGB and complementary web colours
- style guideline instructions
i.e. what logos to use and how to use according to projects such as brochures, advertisements and promotional products
i.e. when text can be split and the positioning rules
i.e. sponsorship and rules of use

Review document 'Preparing Artwork – A Helpful Guide' for further information about preparing vector artwork for promotional product and other branded projects (www.thrivepromotional.com.au)
