



- Primary Logo**

If at all possible, save your logo in both vector and raster format (for more information on file types and color codes, see my file usage guide).
- Alternate Logos**

Typically simplified graphics, with shape and color variations based off your primary logo.
- Color Standards**

Establish your color specifications and usage rules. Record the color codes (RGB, CMYK, HEX & PMS) for each color you'll be using so you can refer back.
- Typography Standards**

Determine which fonts will be used for different cases; i.e. heading, sub-heading, and paragraph text. The font style should fit with the overall aesthetic of your brand as well as with any fonts used in your logo.
- Consistent Messaging**

Make sure you know what your company stands for, as well as what pain points you resolve for your customers, how you resolve them, and why you're different from the competition.
- Consistent "Voice"**

How do you want to "speak" to your audience? Professional? Conversational? Edgy? Sassy? Make sure your website, marketing collateral, emails, social posts, and blog are all written in the same tone, or voice.
- Consistent Image Style**

Your images should have a consistent tone just as your writing, and your social images should have consistent layouts so they are recognizable.
- Graphic Elements**

The smallest elements should be consistent as well; if you use a thin grey divider in your emails, don't use a thick blue divider on your website. You can also coordinate the size and color of your social media icons to match your brand.