BRAND USE GUIDE

Visual Brand
GUIDELINES

Understanding your
brand ASSETS

In your brand assets folder, you will find subfolders for print and web files. The print folder contains PNG, JPG, and EPS file formats for each of your logos and brand elements. These files are formatted for print in a CMYK color profile. The web folders contain PNG and JPG file formats for each of your logos and brand elements. These files are formatted for web use in a RGB color profile. Each of your brand assets is available in white, black, and several of your brand colors as applicable in each of these file formats.

BRAND ASSETS

PRINT

WEB

PNG   JPG   EPS

PNG   JPG
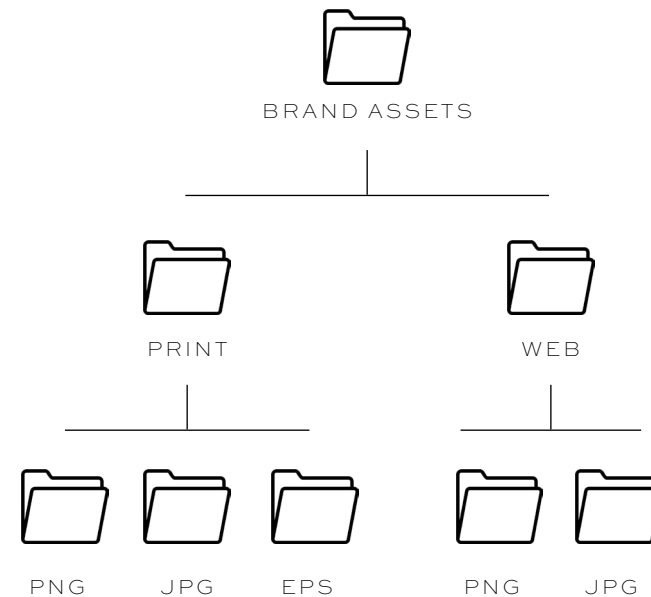
File USE *guide*

RASTER BASED FILE TYPES

JPG

JPG is the most widely used file format and the majority of your graphics will be provided in this way. It is commonly used for photos and graphics. JPGs are pixel-based which means when you make them larger your image will start to lose quality and become blurry or pixelated.

Use if:

- you want to upload your logo or other graphics online and on social media
- you want to add images/graphics to your website

Don't use if:

- you need a logo or graphics with transparent background
- you are sending anything to be printed

PNG

PNGs are also a pixel-based file format. However, PNGs have a transparent background meaning that the background will be removed from the graphic.

Use if:

- you want a graphic with a transparent background such as a watermark over photos or a header on your website

Don't use if:

- you want to upload to Instagram. Instagram always decreases the quality of PNG files
- You are sending anything to be printed

File USE *guide*

EPS

EPS files contain the raw vector design and can be edited in software like Adobe Illustrator. If you are working with a designer they will need access to these but you won't need to use them much otherwise.

Use if:
- you are working with another designer
- you are sending large scale designs to be printed

Don't use if:
- you need a transparent graphic
- you are wanting to upload your graphics online

PDF

PDFs are documents that can include multiple pages and are ideal for displaying print files. PDFs are often the highest quality and you can zoom in as much as you want without it becoming blurry. If you want to print any of your brand assets, printing companies often require PDF files.

Use if:
- you are sending designs to be printed
- you need to display any documents online

Don't use if:
- you need a transparent background
- you are wanting to upload your graphics online

FILE FORMAT	BEST FILE USAGE	COLOR PROFILE	BACKGROUND
JPG	FOR WEB	RGB	WHITE
PNG	FOR WEB	RGB	TRANSPARENT
EPS	FOR PRINT	CMYK	TRANSPARENT
PDF	FOR PRINT	CMYK	WHITE

Licensing

A license is a document that outlines the terms and conditions set out by the seller to use a particular asset. It serves as a copyright to protect the creator's work. Purchasing a license essentially gives you permission to use the element according to the parameters set by your specific type of license.

As part of your project, I have sourced a number of fonts and/or images that will require you purchase a license in order for you to use them. I am not allowed to sub-license these elements so it is your responsibility to purchase the correct license for use in your business.

It's important to know how you intend to use the element because there are different types of licenses based on your use.

*links to purchase your brand font files can be found on the typography page.

TYPES OF LICENSES

desktop license - enables you to install a font on your computer and use it for a whole range of offline purposes

web license - allows you to embed that font in the code for a website or email

commercial license - for ANY project where financial gain is the ultimate goal

How to *use* your BRAND fonts

It's important to use your brand fonts anytime you are creating something that represents your brand. That might be marketing graphics or collateral pieces, your website, email marketing, and more. Some platforms allow you to upload font files so that you can use your brand fonts in their application. To use your brand fonts, you'll need to secure the proper licensing and font files then upload to each application that you want to use it on. The specific steps are slightly different for each platform but I've included a few of the most common uses to get you started.

USING YOUR FONTS ON YOUR COMPUTER

To use your brand fonts on your computer you need to first purchase the desktop license for your font so that you can use it in applications. Then you can install the TTF or OTF on your computer to use in applications as needed.

USING YOUR FONTS ON YOUR WEBSITE

To use your brand fonts on your website, you need to first purchase the web license for your font so that you can legally use it online. Then you can upload the WOFF font files to your web platform for use on your site. You may have to use custom CSS to implement the font. Because websites are not all built and managed the same way I recommend checking your platform's help section for a specific tutorial.

USING YOUR FONTS IN CANVA

To use your brand fonts in Canva you need to have a Canva Pro plan. You can use the OTF, TTF, or WOFF format and upload them under your brand kit settings. Uploaded fonts will appear at the top of the list when adding text in a design. You can set defaults for headings, subheadings, and body text by editing your brand fonts.

How to *use* your BRAND colors

It's important to use your brand colors properly anytime you are creating something that represents your brand. That might be marketing graphics or collateral pieces, your website, email marketing, and more. To use your brand colors, you'll need to use the right color profile for different uses. Each of these have been provided on your color palette page.

FOR WEB

For web use, it is recommended to use the HEX (#) or RGB color values. You can typically copy and paste the HEX color code into your website platform or application like Canva or Flodesk.

It is important to note that each color might appear differently on various computers/devices.

FOR PRINT

For printing, it is best to use the CMYK color breakdown.

If you are printing a large run and using minimal colors, it is recommended to use the Pantone Matching System (PMS) spot colors for offset printing.