BRAND

DESIGN

glossary

THE SIGNATURE STYLE BLUEPRINT

BRAND IDENTITY

This is the visual aspect of your brand. It's how the strategy is visually communicated to your audience.

BRAND ASSETS

Brand assets are the individual elements that form a visual brand. These include logo files, fonts, colors, icons, patterns, etc.

BRAND STRATEGY GUIDE

This is a guide for all of your brand strategy items so that you can easily reference the foundational elements of your brand when needed. It also helps to inform other team members of your strategy so that everyone is on the same page.

CREATIVE BRIEF

A creative brief is a document that gives a general overview of who the design project is for, what it will entail, and how it will be used. Think of it as a roadmap to guide creative work.

BRAND GUIDELINES

This is a guide that helps you keep track of all your branding assets. Brand guidelines outline how your brand should be expressed – both visually and verbally – any time you create new sales, marketing, and packaging materials across various mediums.

BRAND STYLE GUIDE

A style guide refers to a summary of your brand identity that is presented in a document for easy reference.

TAGLINE

A tagline is a concise phrase or statement that helps explain the purpose of your brand

MOOD BOARD

A mood board is a collage of images designed to evoke the intended mood or style of your brand. It's used to inspire the direction of the brand design.

PRIMARY LOGO

A logo is a design asset that is meant to serve as a recognizable symbol to represent an organization or company. Logos are usually composed of images and/or text, and they serve as a shorthand to clue consumers into both the aesthetic nature and values of the company.

LOGO VARIATIONS

Your logo variations are just that: variations of your logo. There are typically a few different variations of your main logo to be used for different scenarios in your brand materials. For example, there might be a more vertical version, a simplified version, a round version, etc.

BRAND MARK

A brand mark is a visual element or symbol used to identify a brand. Like the apple for Apple or the swoosh for Nike.

COLOR PALETTE

A color palette is a group of colors used together for a brand. A palette helps to keep your brand look consistent across all of your marketing.

CMYK

CMYK stands for Cyan, Magenta, Yellow, and Key (Black) and is generally the color mode you want to choose if you're going to be printing your designs.

RGB

RGB stands for Red, Green & Blue and is the color mode used by screens, such as computers and TV screens. Use RGB if your designs are going to be online (websites, social media graphics, etc.)

PANTONE

Pantone is an industry-standard color matching system that helps keep colors accurate through various printing and manufacturing processes. Generally, they are used by large, well-known brands who need to keep colors very specific and consistent.

HEX CODE

HEX (hexadecimal) Code is a numbering system used to represent colors. HEX codes are typically used to define colors in web design, but can also be used in any design software, making it an easy system to use for brand colors.

GRADIENT

A color gradient is a subtle progression from one color to the next, or a fading of one color from full intensity to transparent.

WHITE SPACE

White space refers to the portion of a document or design that does not contain text or images. It's used to create balance and visual "breathing room" in a design, as well as to help direct the reader's eye through the content. White space is also sometimes referred to as negative space.

MARGINS

Margins refer to space or edge around a document or design.

TYPOGRAPHY

The terms typography and font are often used interchangeably (which in my opinion is no big deal!) Traditionally, typeface referred to the font family and its aesthetic qualities (such as Arial) and font referred to the typeface at a specific size and weight (such as Arial, 12pt, bold) or the availability of the various sizes and weights.

KERNING

Kerning refers to adjusting the spacing between characters in a word. It is sometimes adjusted for readability and balance or to achieve a certain look within a word.

TRACKING

Tracking refers to adjusting the spacing within a group of letters or block of text. It is also used to improve readability and balance or to create a more dense or expanded look within blocks of text.

LEADING

Leading refers to the vertical space between lines of text for improved readability or effect.

PNG

A PNG file is one with a transparent background typically used for web.

JPG

A JPG file is the most commonly used file type and includes a white background.

VECTOR

A vector image is a digital image made up of paths (lines) rather than pixels. This allows for the image to scale without losing quality.

RESOLUTION

Resolution is a term used to describe the quality of an image or a printed piece. It's measured in PPI (pixels per inch) for screens and DPI (dots per inch) for printers, which refers to the number of dots/pixels in one inch of the image.

PATTERNS

Patterns are digital images often incorporated as a background in a design. Patterns are used to create interest, add texture or achieve a certain look. Patterns can be part of a brand identity.

ICONS

Icons are digital images used to represent a subject matter, object or action. For example, the image of an envelope is an icon commonly used to represent contact details or e-mail. Icons can be part of a brand identity.

MOCKUP

A mock-up (also called a proof) is a representation of how a design will look when finished in order to demonstrate the design in a realistic way.

COLLATERAL

Brand collateral pieces are the physical, visible objects that have been created to represent a brand. Collateral can range from things like brochures and flyers to Facebook ads and signs at events.