BASIC BRANDING PACKAGE:

Logo file types (ideally, Color and B&W versions):

Raster files: (pixel based files)
- jpg, hi res (300 dpi, at least 3" on the short side)   basic print quality
- jpg, lo res (72 dpi, 3-5" on the short side)   online quality
- pdf, CMYK, 300 dpi (Cyan, Magenta, Yellow, Black)   high quality "4 color" print
- pdf, RGB, 300 dpi (Red, Blue, Green)   high quality print
- gif and/or png* (300 dpi, at least 3" on the short side)   print - supports transparency
- gif and/or png* (72 dpi, 3-5" on the short side)   online - supports transparency
     * file with transparency if applicable to your logo

Vector file (one of the following):
- ai, eps,   can be used to edit or recreate other file types
     (vector based pdf or bmp IF they have been created AND saved as a vector file)

Colors:

Hex #	web specific, embeds in code
RGB	print, online and consumer computer programs (Canva, MS Word, Pages, iphoto, etc)
CMYK	professional programs and printing

Use "eye dropper" tool in most programs that have a color picker:
     MS Word, Adobe Pages, as well as Photoshop, and other image editing programs

Online color pickers and pallette generators:
     https://image-color.com/
     https://redketchup.io/color-picker/
     https://www.canva.com/colors/color-palette-generator/

The above programs and color pickers can also translate from RGB to CMYK to HEX color codes.

Fonts:

otf and ttf files   they can be shared and installed on any computer (depending on liscensing)
Ideally, keep a copy of your font sets in your branding folder also

Free font resources:
www.google fonts.com
www.1001fonts.com
www.dafont.com

Upload a jpg image here to help determine what font is in it
www.whatthefont.com

Use any word processing program to determine font, style, color, etc.

And always consider what the font (and the color) "says as an image."

Good Morning!   **Good Morning!**   Good Morning!

Good morning!   **Good Morning**   Good Morning!

Tag line:

keep a copy of your tagline in the specific font you typically use, as well as in a more generic font if your font is unusual.

Other graphic elements: (include samples, colors, font, etc, (anything to make it easy to use)

Backgrounds: colors, gradients, patterns, photos, etc
Colored shapes & lines: bars gradients, swishes
Logo elements: first letters, shapes, etc

KJ small biz cafe
www.KJSmallBiz.com
KJ@KJKahnle.com
406-360-5240

~ providing technology training and assistance to help small businesses work more efficiently ~

Saving your branding package:

Create a **set of folders** specifically for your branding files

   If their easy to access - you'll use them more often.

Put a copy on **each computer** that will use it

Keep a **Master Copy** in 2 of the following places
   Flash drive, backup drive, Cloud, Main computer, other specific to your business

      NEVER remove or save over the master - copy it if you need to go back to it.
      If your logo or significant info changes make a new master copy (Master-2)
         Be sure to update the master on all computers and backup files

   Do you know where your files are?

> **Branding Package folder**
>   Logo folder
>   Fonts folder
>   Graphic elements folder
>   Quick reference file

Using your branding package:

Be consistently across everything you do
      SM, advertisements, website, news letters, emails, business cards, ... all promo materials…

   consistency goes without saying… but ...how do you do that without it being a big deal?

   Building Templates is the Key to Saving time and Consistancy

> **Start small and consistently**
>
> **Develop ONE Template**
>   Pick something you create or want to create regularly?
>   SM post campaign/ series with Holidays coming up?
>   Newsletter, website imagery or page
>
>   Build the **first one considering** *"How can I make this a "series?".*
>   When it's finished **SAVE A COPY** as your **TEMPLATE.**
>   Make a **COPY** of that template and replace specific elements for your **SECOND** design.
>
> Use the same process to create more... and begin creating templates for everything you do daily, weekly, monthly, quarterly, and annually.

KJ small biz cafe

www.KJSmallBiz.com
KJ@KJKahnle.com
406-360-5240

*~ providing technology training and assistance to
help small businesses work more efficiently ~*

Other things you can compile and do as you build your files.

Anything you use more than a few times each year

Image/ graphics that define or describe your business

Images that showcase your company, product, service, people, etc.

Statement that describes your business - mission statement, etc.
any statements that you consistently use in advertising and marketing

Standards: at some point you may want to add descriptions and info of how your logo, colors, fonts, etc. are to be used - the "Dos and Don'ts"

Takes elements from your branding package and begin building a basic press kit.

A few ideas for design and layout tools:

Canva: Free and paid online app for designing online and print materials

Photoshop Elements: Photoshop's little brother - $80
there are several free alternatives to Photoshop, search online

MS Word (PC), **Pages** (Mac)

Plus lots of others...ask other businesses, instructors, graphic designers, and search online for specific needs

Before investing in a tool/ program, compare your needs to your ROI. ie: Adobe's Creative Suite, or even Photoshop: Would another program fit your needs? What is the learning curve? Who has the skill to use it? How often would you need it? etc.

KJ small biz cafe

www.KJSmallBiz.com
KJ@KJKahnle.com
406-360-5240

*~ providing technology training and assistance to
help small businesses work more efficiently ~*

Branding Quick Reference Example

KJ small biz cafe

KJ Kahnle
KJ SmallBiz
kj@kjkahnle.com
www.kjsmallbiz.com

406-360-5240
PO Box 46
Hamilton, MT 59840

Hex: 1b4991
CMYK: 100 84 12 0
RGB: 27 73 145

Hex: 3499cc
CMYK: 75 26 5 0
RGB: 52 153 204

Hex: 942387
CMYK: 46 100 2 3
RGB: 148 35 135

Hex: f26522
CMYK: 0 75 100 0
RGB: 242 101 34

Hex: 019a49
CMYK: 85 13 100 2
RGB: 1 154 73

Georgia - seriff

Georgia - seriff

Myraid Veriable Concept - san seriff

Myraid Veriable Concept - san seriff

Honey Script Light - script
        added .5 stroke for logo

Honey Script Light - script

~ providing technology training and assistance to help small businesses work more efficiently ~

Providing technology training and assistance to help small businesses work more efficiently.

I believe every small business should understand the technology they need well enough to choose and learn the components/ systems/ processes/ things (right word?) they want to do and hire the other.

KJ small biz cafe

www.KJSmallBiz.com
KJ@KJKahnle.com
406-360-5240

~ providing technology training and assistance to
help small businesses work more efficiently ~