

BRANDING STEP 3:

## What's in the bag?

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Here's what you should get at the end of your branding project:

1. Logos and wordmarks in a variety of colors and formats (PNG, JPEG, AI, SVG)
2. Brand Book\* or Brand Sheet that details how to use (and not use) your new logo, a color palette (with specific hex, PMS, CMYK, and RGB numbers), design direction, voice definition and direction, photo and video direction, and guidance on business card/stationary/envelope/etc. design.
3. User names and passwords if your agency helped build a website or establish social media networks. Make sure to change those passwords as soon as possible. Also, make sure you have information about website plugins, widgets, security information, etc., for updates and to keep subscriptions up to date.
4. Photo and Video Library - if created - on an external hard drive or a service like Dropbox
5. Design templates for business cards, stationery, sales sheets, etc.
6. The fonts that are part of your brand look. Make sure the files you get will work on your computers.

\*A Brand Book is essential to maintain brand consistency. Many Brand Books get as granular as showing how to use a logo on advertising, social media, and stationery, defining a company's audience and detailing how to communicate effectively to each, press release boilerplates, and more. On the other hand, Brand Sheets are one-page documents that detail a brand's colors, font system, primary and secondary logos, etc. It may make sense to have both, especially for a company with an extensive internal marketing and communications team or multiple agency partners.

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