

Brand Planning

There is a lot more to your brand than just a logo. Here are a few questions to help you “find your brand:”

- ▶ What is your company, product or service’s message?
- ▶ Do you have an established color palette? Have you defined your font usage? Do your colors and fonts compliment you and your message?
- ▶ Do you have standard copy written that defines you? An elevator speech, a company, product, or service description, etc.?
- ▶ Do you have an image library and a style treatment to those images that compliments your brand/message?
- ▶ Have you carried these various elements across all of your print materials, your website, email marketing outreach, and into your exhibit and presentation elements?



Size and Detail Matter When Designing YOUR LOGO

There is no hard and fast rule as to the dimensions of a logo, but it is important to consider all the formats in which your logo needs to fit:

- business card (horizontal or vertical);
- advertisements;
- web banners;
- web ads (some rather small);
- exhibit banners (often rather wide, but not so high)

Keep all of these formats, and many others, in mind when designing your logo and if possible don’t let the design skew too much in either direction. Also, it is best to not build in too much detail in a logo - clean and simple allows you to scale your logo up and down in size without loss of detail.