DIY Graphics Series

How to Organize and Use Your Basic Branding Package

Thanks for joining us, we will start soon...

KJ

Interactions

person

place

business

idea

product

service

program

etc...

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Perception

read

see

sense

smell

etc...

touch

Belief

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Belief

Brand

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Basic Branding Package

Logo

Tagline / Why statement (one-liner)

Colors

Fonts

Graphic Elements

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Logo

Rastor

- jpg - hi res (300 dpi, at least 3” on the short side)
- jpg - lo res (72 dpi, 3-5” on the short side)
- pdf - CMYK, 300 dpi
- pdf - RGB, 300 dpi
- gif or png* - (300 dpi, at least 3” on the short side)
- gif or png* - (72 dpi, 3-5” on the short side)

** with transparency if applicable to your logo*

Vector

- ai or eps (or vector based .pdf or .bmp)

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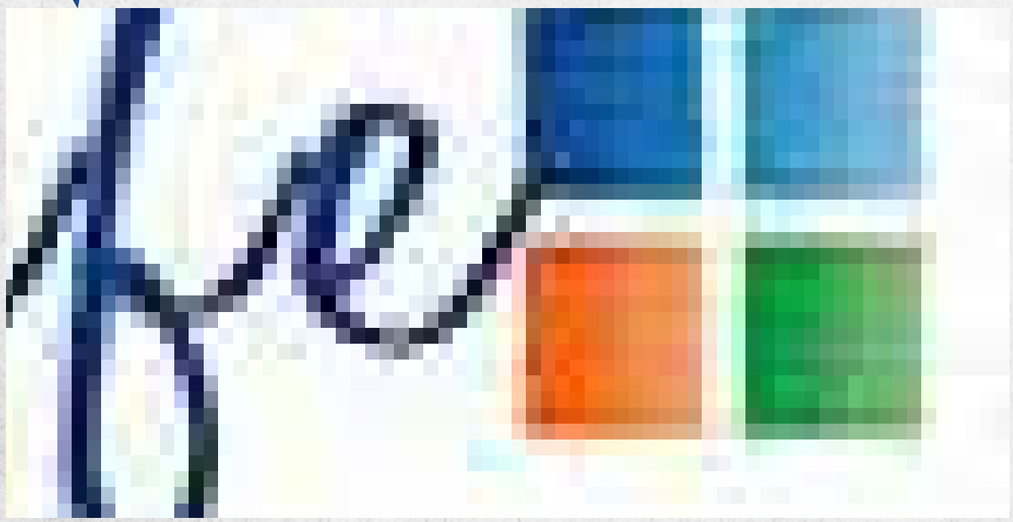
Rastor: pixel based

(pixels are colored blocks)
(.jpg file)

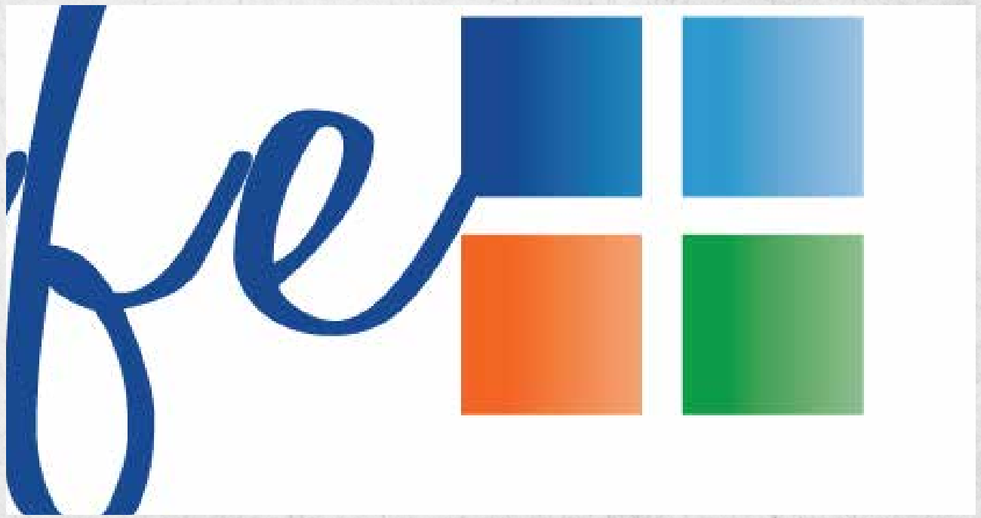
makes the pixels bigger



Vector: mathematical formula

(.ai file - Adobe Illustrator)

formula adjusts everything



Rastor, pixel based images:

jpg - 72 dpi

dpi = **D**ots (pixels) **P**er **I**nch (72 px high and 72 px wide in every inch)

1“ high

72 pixel height

(1 x 72=72)

2“ wide

144 pixel width (2 x 72=144)

“the short side” - **measurements on shortest side of the image**

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Transparency

Transparency

.jpg
does not support transparency

transparent .png
one color can be set as transparent
(white in this example)

Colors

RGB - 27, 73, 145 **Reb, Blue, Green**

general printing, online
supported by "all" programs
(Canva, MS Word, Pages, iphoto, etc. plus professional programs)

Hex# - #1b4991 **Hexidecimal**

supported by most programs

CMYK - 100, 84, 12, 0 **Cyan, Magenta, Yellow, Black**

professional programs and printing

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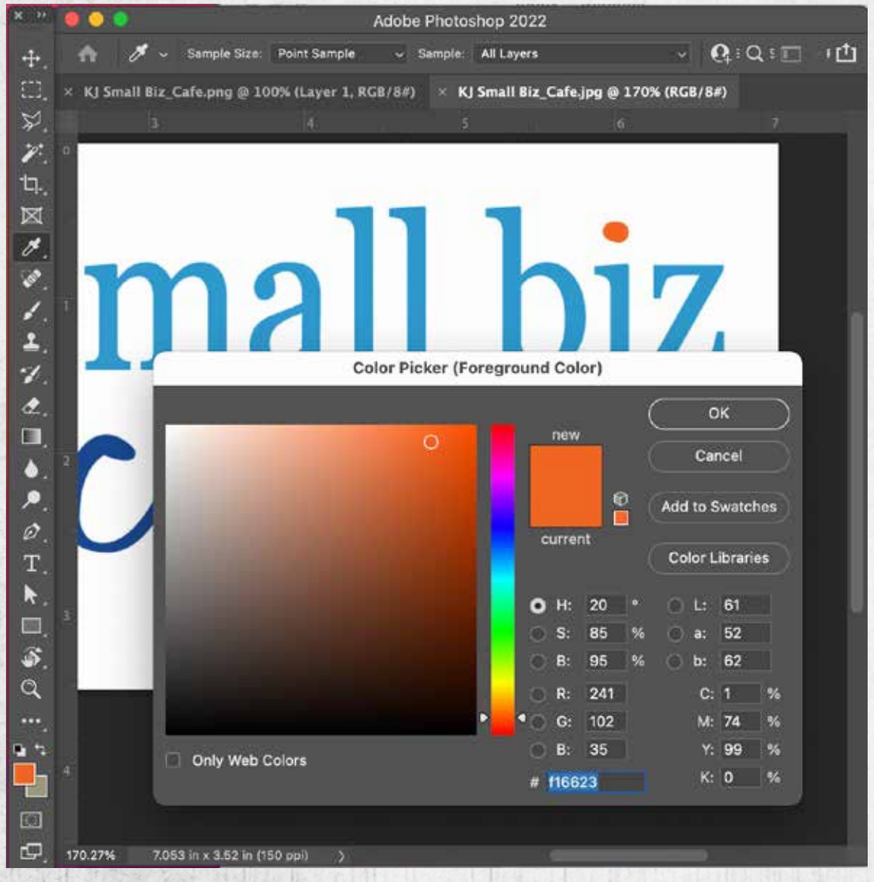
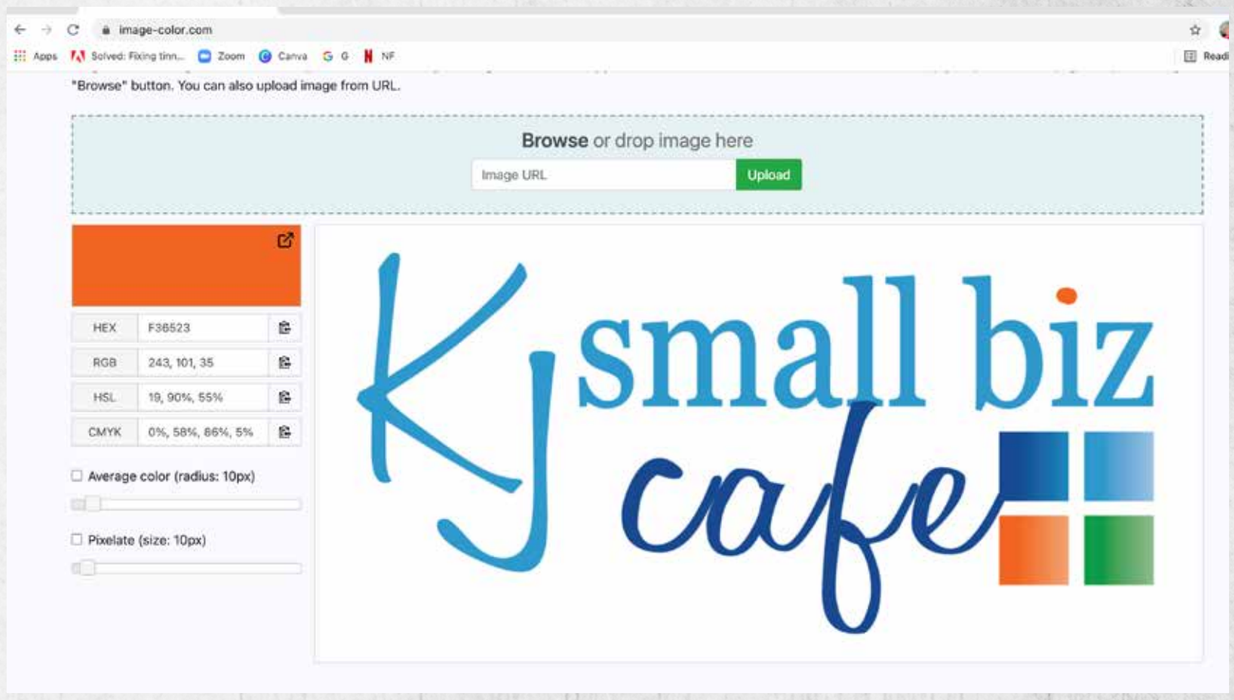
Selecting colors:

Use “eye dropper” tool in most programs that have a color picker.

Photoshop



https://image-color.com



See pdf suppliment for more info

Fonts

San Serif (no feet)

MYRIAD PRO (font family)

- Regular
- ***Semi bold italic***
- Condensed
- *etc.*

Serif (feet)

MYRIAD PRO (font family)

- Regular
- Display
- ***Display bold Italic***
- ***etc.***

.otf and .ttf - file extensions,

can be installed on any computer (depending on the liscensing)

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Good Morning

Good Morning

Good Morning

Good Morning

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Love 2 shoot

Firearms Training

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Need fonts?

Free font resources:

www.googlefonts.com

www.1001fonts.com

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The font is in an image.

What now?

www.WhatTheFont.com

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Tag line / Why Statement

(a one liner)

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

"Just do it"

"We connect people to what's important in their lives through friendly air travel."

"To inspire people to do the things that inspire them so that, together, we can change the world."

"Can You Hear Me Now?

"Because You're Worth It."

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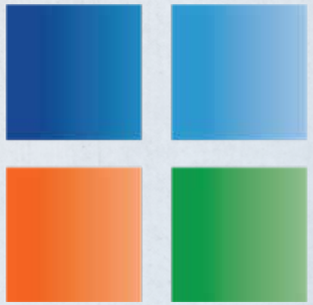
Graphic elements



Backgrounds: colors, gradients, patterns, photos, etc

Colored shapes & lines: bars gradients, swishes

Logo elements: first letters, shapes, etc

Text Bars

Quick reference guides

Branding Quick Reference Example

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

Myraid Veriable Concept - san seriff

Honey Script Light - script
added .5 stroke for logo

Georgia - seriff

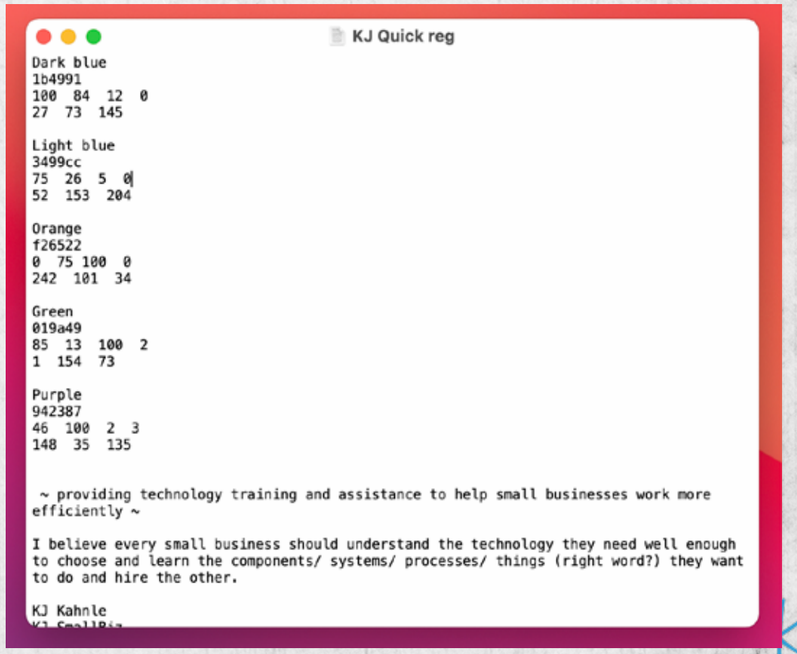
Myraid Veriable Concept - san seriff

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.



Using Your Branding Package

Using Your Branding Package

Start small and consistently

Develop ONE Template

Start small and consistently

Develop ONE Template

Pick someth

eate regularly?

ys coming up?

Start small and co

Newslett

Develop ONE Temp

n I make this a "series?".

Pick something

TEMPLATE.

regularly?

SM p

ming up?

Newsletter, we

Build the **first on**

ake this a "series?".

When it's finished **SAVE A COPY** as your **TEMPLATE.**

Where is it?

small biz cafe

SAVING
Your Branding Package

A folder containing

- Logo folder
- Fonts folder
- Graphic elements folder
- Quick reference files

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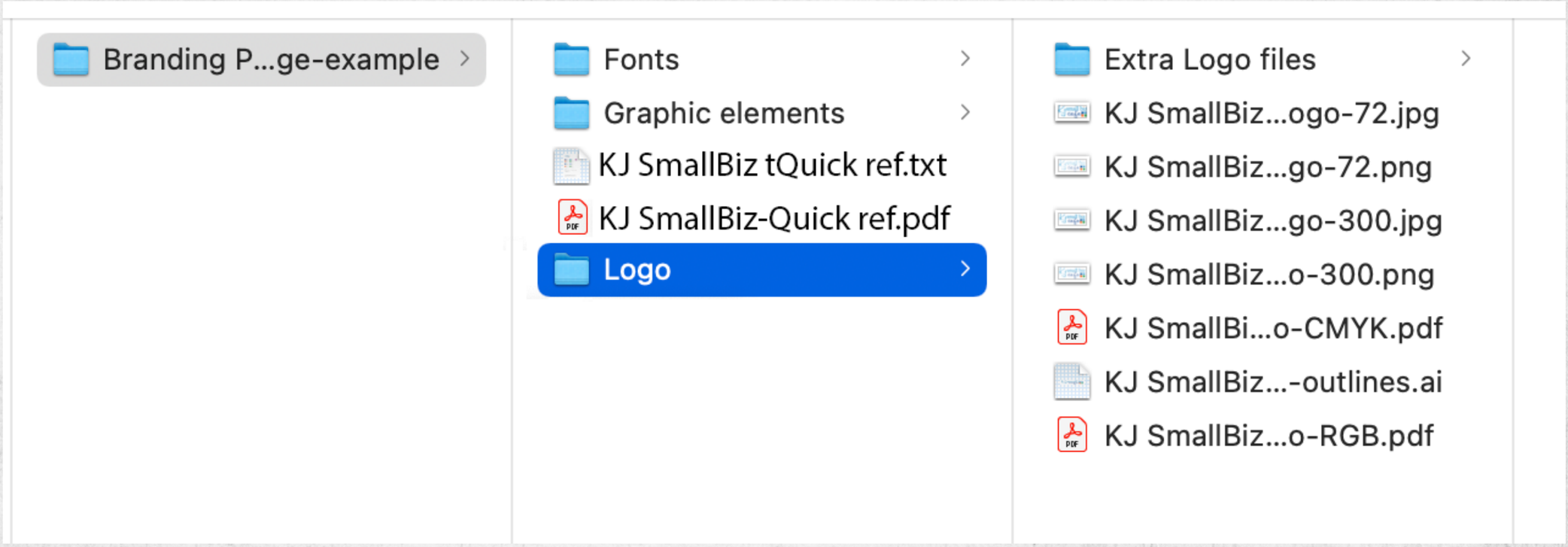

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Using Your Branding Package

be Consistent

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Start *small* and Build Templates

social media

Set up for EASY changes

Edits needed:

- Image

- artist info

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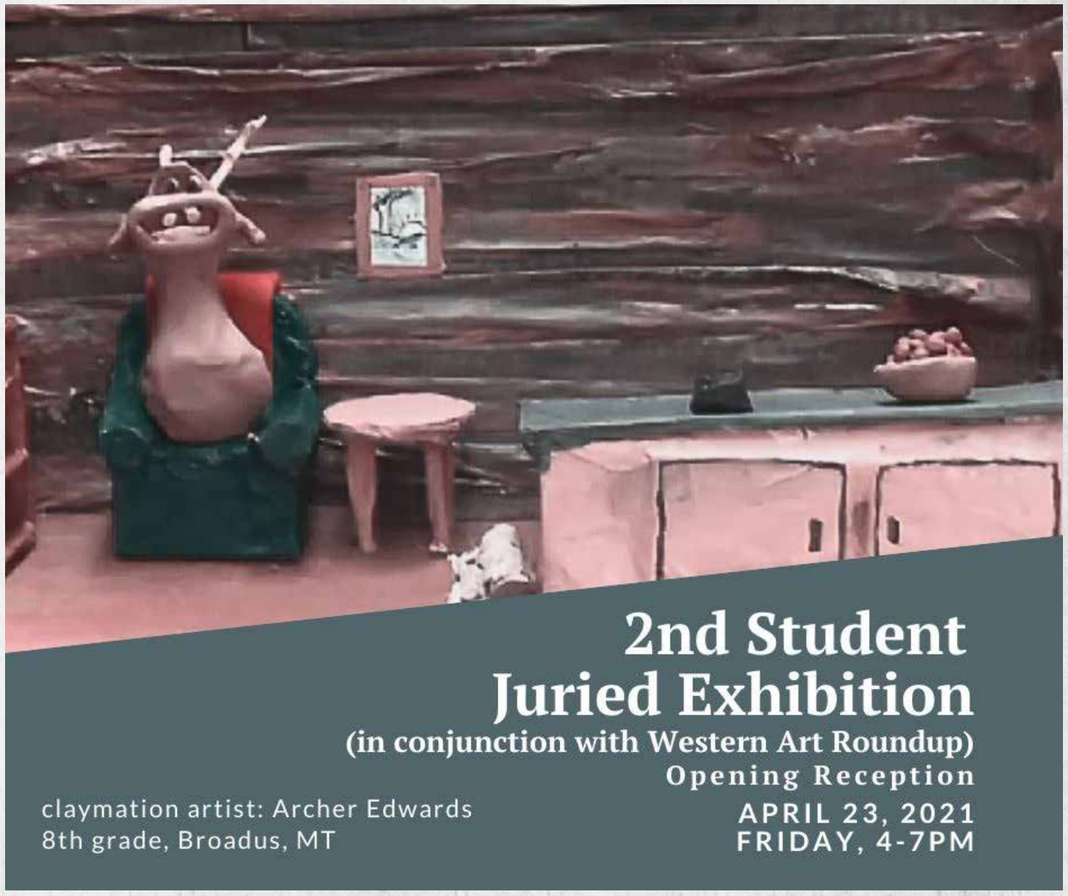
Set up for EASY changes

Additional edits:

- show info

- Image

- artist info



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Simple effective variation

Edits needed:

- Image

- text background

- move text

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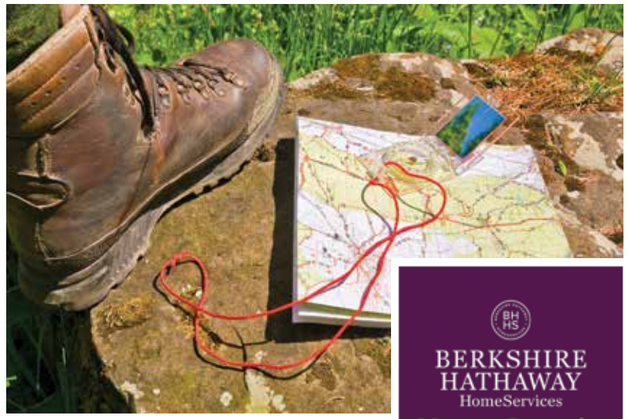
Facebook Header Video

Montana's Real Estate Company - For Life

We make your journey through the buying and selling process easier.



BERKSHIRE HATHAWAY HomeServices Montana Properties

For Life

#1 In the Valley • #1 In Montana

406-375-0166 • 120 South 5th Street Hamilton, MT • www.BHHSMT.com/Hamilton • @BHHSHamilton

Sources: Ranked #1 in Valley: MRMLS 2020: "Property types, Residential, Land, Commercial, Multi-Family, Agricultural, Business Opportunity, Misc Property: County of Ravalli." "Ranked #1 in Montana for Volume & Sides by the 2020 Real Trends Report". Ranked #24 in the Berkshire Hathaway HomeServices Network of Companies.

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Montana's Real Estate Company - For Life

Supporting the Ravalli County Fair and Rockin Ravalli County Rodeo

BERKSHIRE HATHAWAY HomeServices Montana Properties

For Life

#1 In the Valley • #1 In Montana

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Sources: Ranked #1 in Valley: MRMLS 2020: "Property types, Residential, Land, Commercial, Multi-Family, Agricultural, Business Opportunity, Misc Property: County of Ravalli." "Ranked #1 in Montana for Volume & Sides by the 2020 Real Trends Report". Ranked #24 in the Berkshire Hathaway HomeServices Network of Companies.

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print ads

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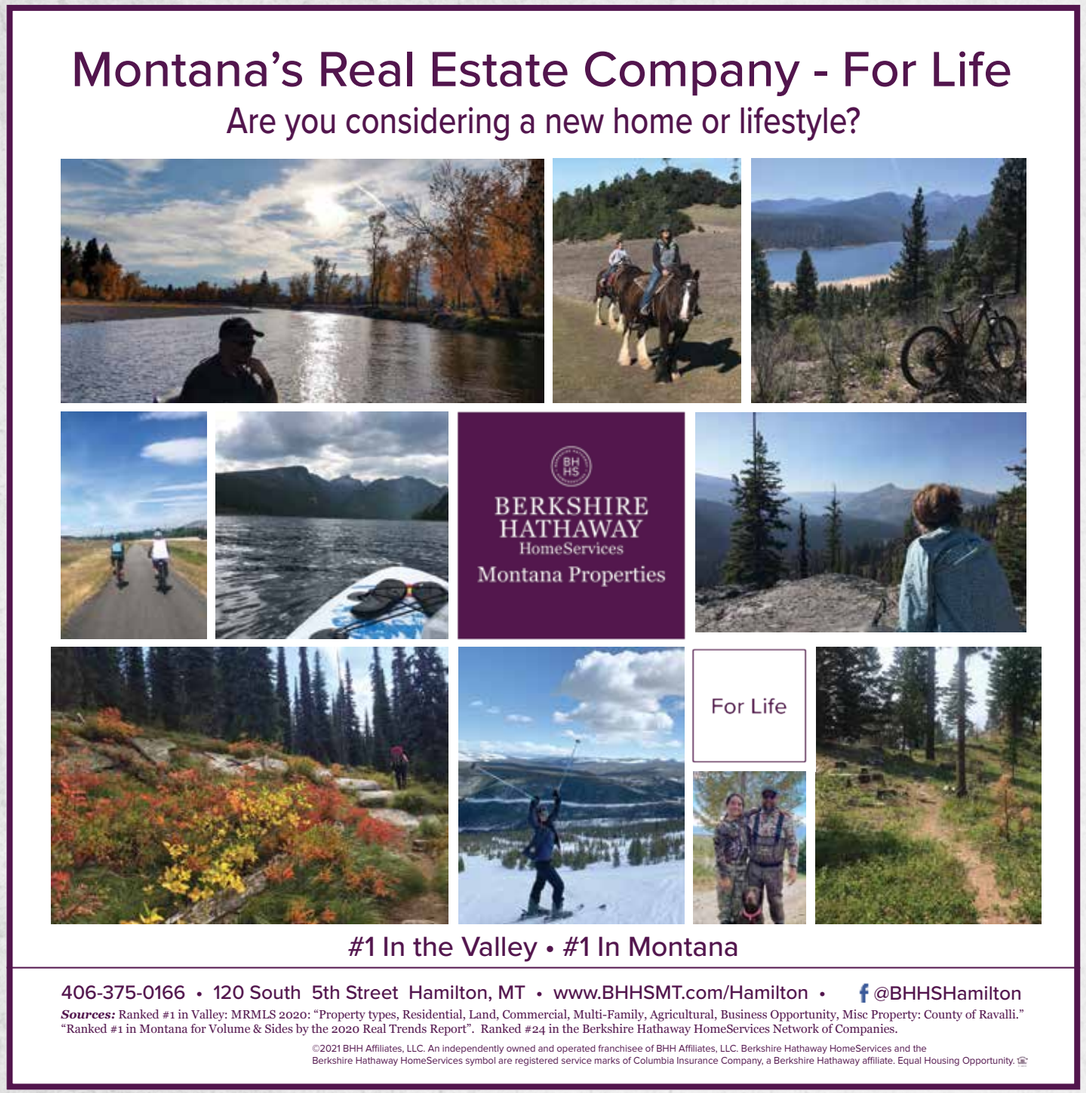

print concept edited into video

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A few ideas for design and layout tools

NEEDS

vs

ROI

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Photoshop Elements
MS Word (PC), **Pages** (Mac)
Canva

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

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DIY Graphics Series

Organize files for easy access

Start a small project and Building ONE Template
get comfortable using it.
Repeat :)

Edited it for other media & platforms
get comfortable with that.
Repeat :)

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DIY Graphics Series

KJ Kahnle
kj@kjkahnle.com
406-360-5240
wwwkjsmallbiz.com

Thanks for joining us today!

Please feel free to contact me if you have questions or need assistance with a project.

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