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

DIY Graphics Series

How to Organize and Use Your Basic Branding Package
Interactions

person
place
business
idea
product
service
program
e tc...
Perception

see

smell

touch

read

sense

etc...

Belief
Belief     Brand
Basic Branding Package

- Logo
- Tagline / Why statement (one-liner)
- Colors
- Fonts
- Graphic Elements
Logo

**Raster**

- 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)
**Raster:** pixel based (pixels are colored blocks) (.jpg file)

**Vector:** mathematical formula (.ai file - Adobe Illustrator)

makes the pixels bigger

formula adjusts everything
Raster, pixel based images: jpg - 72 dpi

**dpi** = Dots (pixels) Per Inch (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
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
Selecting colors:

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

Photoshop

https://image-color.com

See pdf supplement 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 licensing)
Good Morning
Good Morning
Good Morning
Good Morning
Good Morning
Need fonts?

Free font resources:

www.googlefonts.com
www.1001fonts.com
The font is in an image. What now?

www.WhatTheFont.com
Tag line / Why Statement

(a one liner)
~ providing technology training and assistance to help small businesses work more efficiently ~

“We connect people to what’s important in their lives through friendly air travel.”

“Can You Hear Me Now? Because You’re Worth It.”

“Just do it”

“To inspire people to do the things that inspire them so that, together, we can change the world.”
Graphic elements

**Backgrounds:** colors, gradients, patterns, photos, etc

**Colored shapes & lines:** bars, gradients, swishes

**Logo elements:** first letters, shapes, etc

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**Text Bars**
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

Georgia - serif

Myraid Variable Concept - san serif

Honey Script Light - script
added .5 stroke for logo

-- 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

Where is it?

Start small and consistently
Develop ONE Template
Pick something you 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.
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.

SAVING Your Branding Package

A folder containing
  Logo folder
  Fonts folder
  Graphic elements folder
  Quick reference files
Using Your Branding Package

be Consistent
Start *small* and Build Templates

Set up for EASY changes

Edits needed:
- Image
- artist info
Set up for EASY changes

Additional edits:
- show info
- Image
- artist info
Edits needed:
- **Image**
- **text background**
- **move text**
Facebook Header Video
Montana’s Real Estate Company - For Life
We make your journey through the buying and selling process easier.

Montana’s Real Estate Company - For Life
Supporting the Ravalli County Fair and Rockin Ravalli County Rodeo

print ads
Montana’s Real Estate Company - For Life
Are you considering a new home or lifestyle?

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print concept edited into video
A few ideas for design and layout tools

NEEDS vs ROI
Photoshop Elements
MS Word (PC), Pages (Mac)
Canva

Plus lots of others...
ask other businesses, instructors, graphic designers,
search online for specific needs
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 : )
Thanks for joining us today!

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

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