

BRAND ASSETS LIBRARY

CORE BRAND ELEMENTS

These are foundational pieces that define your brand's purpose and personality.

1. Mission Statement

Long and short versions, and information on when to use them.

2. Brand Vision

A forward-looking statement that lists your brand hopes and goals.

3. Brand Values and Guiding Principles

- 3–7 core values that define brand identity and behavior.
- Adjectives that describe your brand (e.g., warm, playful, trustworthy).

4. Brand Personality / Tone of Voice

- Adjectives that describe your brand (e.g., warm, playful, trustworthy).
- Tone of voice for writing style: formal/informal, fun/professional, etc.
- Examples of dos and don'ts in copy-writing.

5. Key Messages

Taglines, quotes, and brand story.

6. Customer's avatar

Demographics and descriptions of the target audience.

VISUAL IDENTITY ELEMENTS

These assets ensure your visual presence is cohesive.

1. Logos

- Primary logo
- Secondary logo (horizontal or vertical versions)
- Wordmark
- An icon or favicon (the tiny version of a logo used in a browser's address bar or next to the site name in a bookmark list).
- Usage rules (minimum size, spacing, background restrictions)

2. Color Palette

- Primary and secondary colors (with HEX, RGB, CMYK codes)
- Accent and neutral colors
- Color usage rules (background vs. text, combinations, accessibility)

3. Typography

- Font families for headings, body, and accents
- Web-safe alternatives
- Downloadable font files with license info
- Hierarchy and usage rules (e.g., H1: Montserrat Bold 36pt)

4. Imagery Style

- Brand photography style guide (lighting, mood, subject matter)
- Brand-approved photography, lifestyle shots, and product images.

5. Graphic Elements

- Custom brand graphics and illustration
- Custom icons, shapes, frames, lines, or design flourishes
- Branded background patterns or textures (e.g., wicker, watercolor)
- Digital buttons and other UI elements for digital use

MARKETING ASSETS

These support everyday marketing and content creation.

1. Social Media Assets

- Profile pictures and cover photos
- Social media post templates (static and animated)
- Story backgrounds and highlight covers
- Hashtag and emoji guidelines

2. Templates for Email Marketing Materials

- Branded email header images
- Newsletter template designs
- Signature block designs

3. Templates for Print Assets

- Business cards
- Fliers and postcards
- Brochures
- Posters and signage

4. Videos and Motion Graphics Content

- Video intros and exits
- Slideshow animations
- Audio files: tone of voice, sound bites, and jingles.

5. Merchandise and Packaging Assets

- Label templates
- Branded packaging (bags, boxes, stickers)
- Apparel mock-ups (t-shirts, hats)

6. Trade Shows and Presentations

- Booth layouts, posters, and banners
- Handouts and promotional materials
- Templates for slides with message guidelines and branded graphics
- Press release templates

OFFICE TEMPLATES & FILES

Make repeatable daily tasks and presence easy and on-brand.

1. Document Templates

- Letterhead
- Stationery like invitations, thank you cards, or holiday cards
- Templates for proposals and invoices
- Style sheets for menus, owners' manuals, and other publications.

2. Physical Locations Templates

- Storefronts and aisle signs
- Door signs
- Name tags