

# VISUAL BRANDING ASSETS

## Checklist

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CREATIVA  
design studio

[creativa.co.nz](http://creativa.co.nz)



# MY BRANDING ASSETS

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- ✔ Tick off those assets you have from the checklist. If you don't have them make sure to contact your designer to get those done for you or instructions on how to get them.

For a detailed description of each of these assets read our [blog post here](#).

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## LOGO VERSIONS

- **Primary Logo**
  - with tagline
  - without tagline
- **Secondary Logo**
  - with tagline
  - without tagline
- **Logo Reversed Versions**
  - all white
  - all black

## LOGO FILES

- **Original artwork (.AI or EPS)**
  - .AI file (Adobe Illustration)
  - .EPS
- **PDF File**
- **Image files**
  - PNG
  - JPEG - JPG

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## BRAND COLOURS

- **I have a defined/clear brand colour palette for my business**

## COLOUR CODES

CMYK	RGB	HEX
C ____	R ____	# _____
M ____	G ____	
Y ____	B ____	
K ____		

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## BRAND FONTS

- **I have a defined/clear brand fonts for my business**

**Do I have the right to use this font?**

- Yes, I bought them
- Yes, it's Open Licenced

- **My brand fonts files are installed in my computer**

## FONTS

**Headings & Titles Font + font variation** (eg. Montserrat, Semi Bold)

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**Copy Text Font + font variation** (eg. Lato, Regular)

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## IMAGERY AND PHOTOGRAPHY

- **My imagery is consistent and has a cohesive style**
- **My images are in high resolution**
- **Image licence: I know I have the right to use the images, or I am aware of the restrictions when using Free Stock Images**
- **My images are stored in a safe place**

**My imagery style is:**

(describe your style in 3 words)

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## BRANDING GUIDELINES

- **I have my Branding Guidelines document and it's updated**
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## THANK YOU

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Thank you for downloading our Visual Branding Assets Checklist.

We hope this checklist helps you to see exactly what you need for a complete set of visual branding assets.

Need help with creating a beautiful set of visual branding assets that truly represent your company or organization?

Get in touch with the friendly team at CREATIVA to get started.

[hello@creativa.co.nz](mailto:hello@creativa.co.nz)

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