

Brand assets

BRAND / CONTENT PORTFOLIO

→ Resume

→ Asset Examples

ASSET DESCRIPTION	FILES
BRAND GUIDELINES	 Brand Guidelin...
ARTICLES AND BLOG POSTS	 Articles and B...
WEBSITES	 Websites
REPORTS AND CASE STUDIES	 Reports and Ca...

ASSET DESCRIPTION

FILES

MAGAZINES

 Magazines

Logos

LOGOS

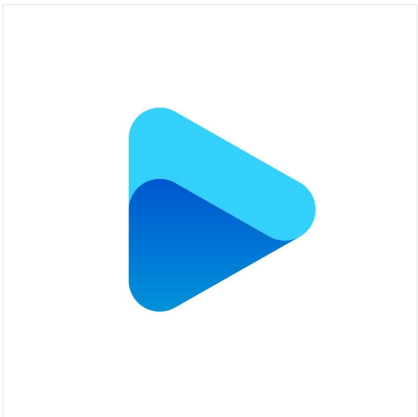
→ PRIMARY MARKS

Outline the most common surfaces for logo placement and specify variations for use cases



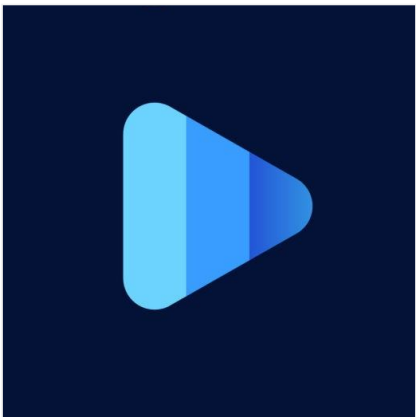
Primary logo

Logo description



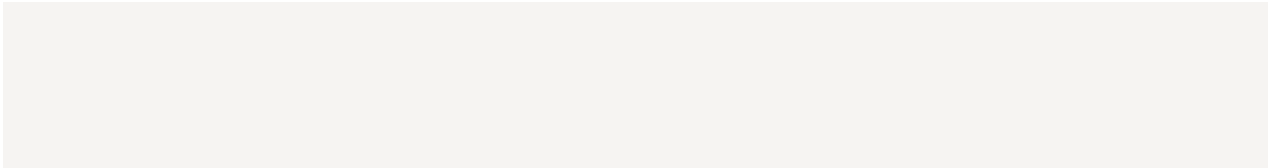
Secondary logo

Logo description



Dark logo

Logo description



Owner  Person
Source  File
Created  Date

Owner  Person
Source  File
Created  Date

Owner  Person
Source  File
Created  Date

→ USAGE

Outline the most common surfaces for logo placement and specify variations for use cases



DO ▾ Add an explanation of what to do

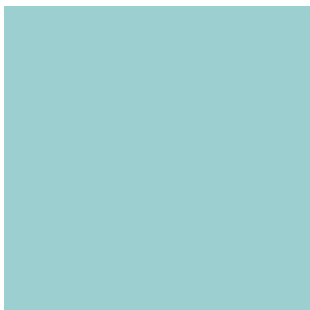
DON'T ▾ Add an explanation of what to avoid

Color

COLOR

→ PRIMARY COLORS

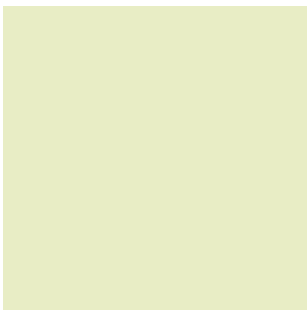
Summarize key elements of the color system



Color name
RGB: #000000
CMYK: 00,00,00,00
Name: 00-000



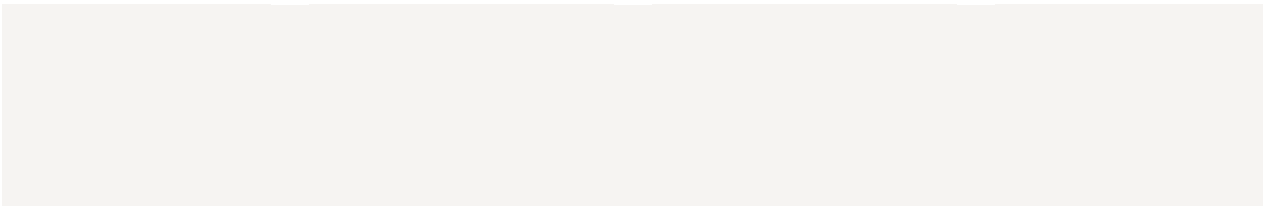
Color name
RGB: #000000
CMYK: 00,00,00,00
Name: 00-000



Color name
RGB: #000000
CMYK: 00,00,00,00
Name: 00-000



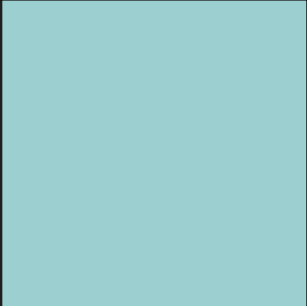
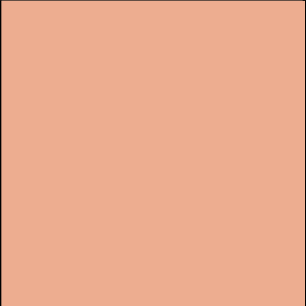
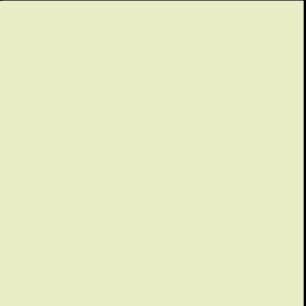
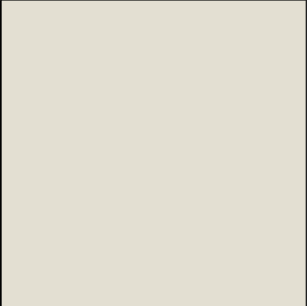
Color name
RGB: #000000
CMYK: 00,00,00,00
Name: 00-000



> Add a caption for the table above providing additional secondary detail

→ **SECONDARY COLORS**

Summarize key elements of the secondary color system

			
Color name	Color name	Color name	Color name
RGB: #000000	RGB: #000000	RGB: #000000	RGB: #000000
CMYK: 00,00,00,00	CMYK: 00,00,00,00	CMYK: 00,00,00,00	CMYK: 00,00,00,00
Name: 00-000	Name: 00-000	Name: 00-000	Name: 00-000

> Add a caption for the table above providing additional secondary detail

→ **USAGE**

Outline the most common surfaces for color placement and specify variations for use cases



DO ▾ Add an explanation of what to do

DON'T ▾ Add an explanation of what to avoid

Typography

TYPOGRAPHY

→ PRIMARY TYPOGRAPHY

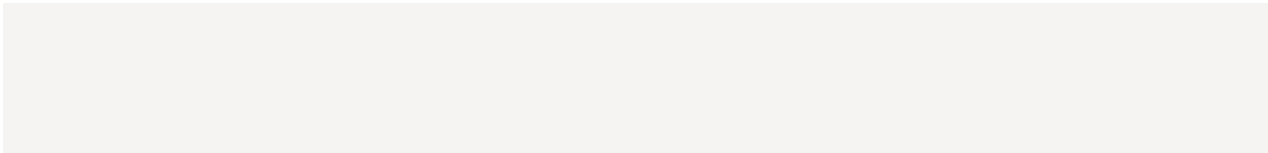
Summarize key elements of the typographic system

TITLE FONT: DM SERIF DISPLAY, 60pt

This is a title

HEADING 1: DM SERIF DISPLAY, 36pt

This is a heading 1



HEADING 2: DM SERIF DISPLAY, 24pt

This is a heading 2

HEADING 3: DM SANS – MEDIUM, 18pt

This is a heading 3

BODY: DM SANS – NORMAL, 12pt

This is body text

CAPTION: DM SANS – NORMAL, 10pt

This is a caption

→ USAGE

Outline the most common surfaces for typography placement and identify which use cases should leverage each typography variation



DO ▾ Add an explanation of what to do

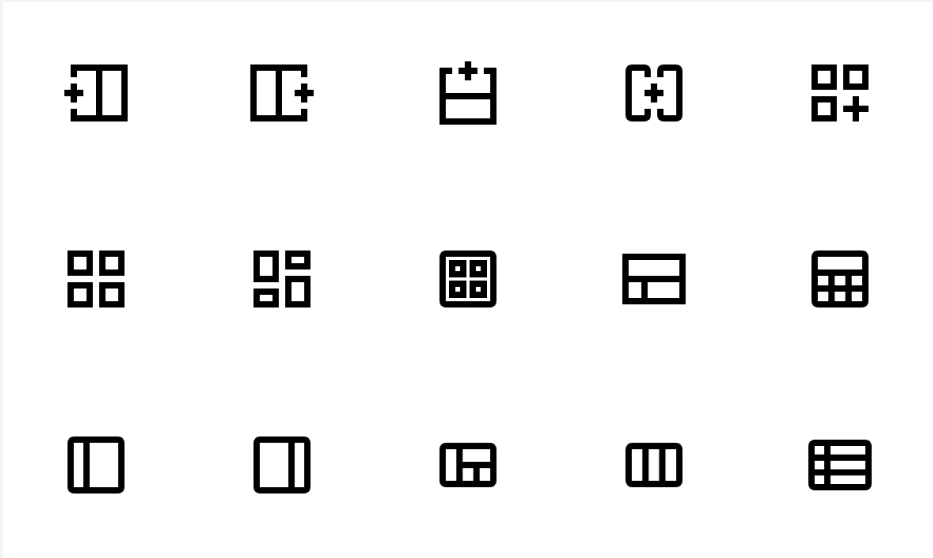
DON'T ▾ Add an explanation of what to avoid

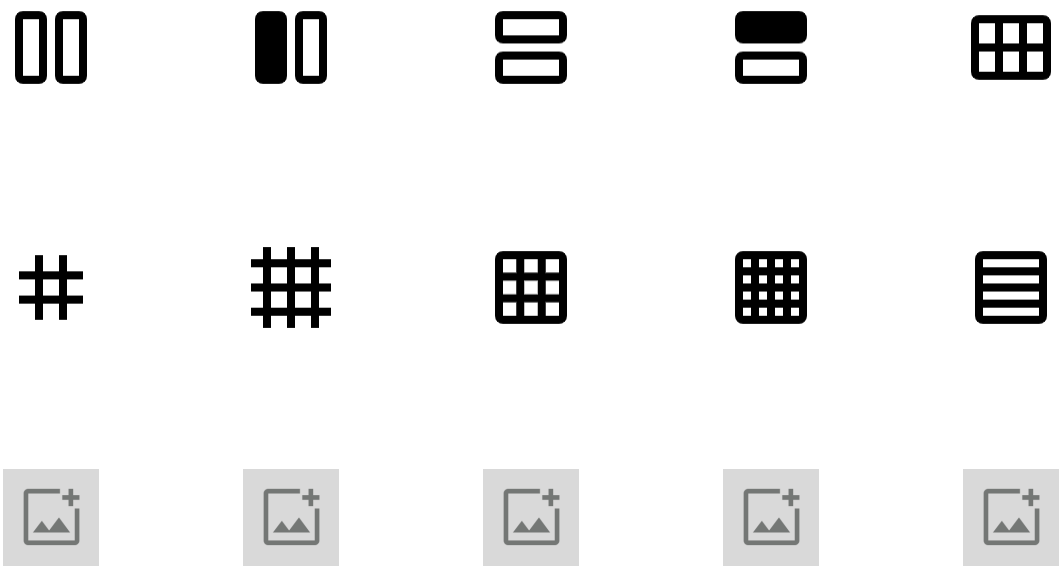
Icons

ICONS

→ ICON THEME

Summarize key elements of the iconography system





> Add a caption for the table

-  Description of icon
-  Description of icon
-  Description of icon
-  Description of icon



Description of icon



Description of icon

> Add a caption for the table

→ USAGE

Outline the most common surfaces for icon placement and specify variations for use cases



DO ▾ Add an explanation of what to do

DON'T ▾ Add an explanation of what to avoid

Illustration

ILLUSTRATION

→ ILLUSTRATION THEME

Summarize key elements of the illustration theme



Describe the illustration

Illustrator [& Person](#)

Source [📁 File](#)

Created [📅 Date](#)



Describe the illustration

Illustrator [Person](#)

Source [File](#)

Created [Date](#)



Describe the illustration

Illustrator [Person](#)

Source [File](#)

Created [Date](#)



Describe the illustration

Illustrator [Person](#)

Source [File](#)

Created [Date](#)

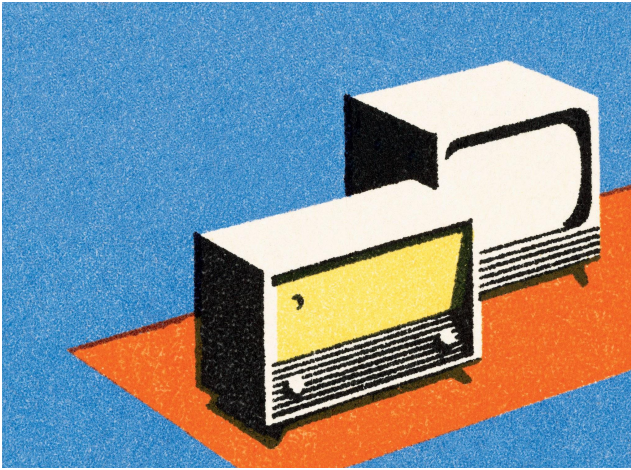


Describe the illustration

Illustrator [Person](#)

Source [File](#)

Created [Date](#)



Describe the illustration

Illustrator [Person](#)

Source [File](#)

Created [Date](#)

> Add a caption for the table

→ USAGE

Outline the most common surfaces for illustration placement and specify variations for use cases



DO ▾

Add an explanation of what to do



DON'T ▾

Add an explanation of what to avoid

RESOURCES

→ LINKS AND FILES

Add files and links for additional learning

FILE NAME	OWNER	SOURCE	CREATED
WEEKLY NOTES	 Person	 File	 Date
PROJECT KICKOFF	 Person	 File	 Date
PROJECT BRIEF	 Person	 File	 Date
RESEARCH	 Person	 File	 Date

FILE NAME

OWNER

SOURCE

CREATED

ASSETS

 Person

 File

 Date

ABOUT

→ CONTACT US

WHO	OWNER	SOURCE	CREATED
TECH SUPPORT	 Person	 File	 Date
DESIGN SUPPORT	 Person	 File	 Date
LEGAL SUPPORT	 Person	 File	 Date

