

Business **BRAND** **MANAGEMENT**

BUILDING
Your
BRAND

Brand Management & Messaging Services ::

DESIGN/DEVELOPMENT of Business/Organizational Logo

Development of a successful branding image (i.e., logo). This image/logo takes into account both OFFLINE and ONLINE marketing channels, and how the image/logo will be utilized (i.e., sizing, color/BW) as well as media formatting (i.e., TIFF, EPS, JPEG, GIF, PNG, etc.).

BRANDING STANDARD GUIDELINES

Development of established guidelines (branding standards) that outline specific details out display/usage of logo image (i.e., font, specified colors, sizing, etc.) in order to convey a consistent and unified look across multiple platforms.

LOGO ANALYSIS - Full color representation with reference copy

COLOR PALETTE -

- Color Specifications - Pantone Solid, CMYK Process, Web, RGB, Black & White (100% Black / Grey Scale)
- Additional Palette Schemes
- Background Usage - Detailing reverse and shaded background usage as well as backgrounds to avoid when using PNG or EPS (clear background) formats; includes examples of safe use over photography and not safe use over photography

SUB-BRANDS & LOGOS - ?

TAGLINES - (Audience Focus)

CO-BRANDING DESIGN/STYLE ELEMENTS

LOGO SIZE

- Clearance Zone - Minimum clear area around the logo is defined to prevent any nearby text, illustrations, or graphics from interfering or diluting the strength and integrity of the logo
- Minimum Size - Details the minimum size usage in order to maximize legibility
- Correct Positioning & Proportions

FONT FAMILY - Font Usage

- Font Name
- Headings & Sub headings representation
- Body Font representation
- Suggested HTML body text
- Web Address - (i.e., www.MCOMM.us)

TEMPLATES

- Word Document/Flyer Example
- PowerPoint Templates
- HTML Emails/Ads

[MORE INFO » GOTO MCOMM WEBSITE](#)



MCOMM Strategic Consulting

Innovative by Design... Success through Strategy

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