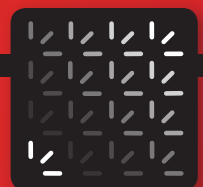


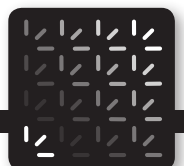
# THE GOOD BRAND HOUSEKEEPING GUIDE.

**SIX simple rules  
for maintaining  
the impact  
of your brand.**



full noise

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**fullnoise**

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# SIX simple but powerful ways to keep control of your brand.

Picture yourself walking down the main street of your town, past the post shop and the cafe. You see a business man walking towards you in a sharp tailored black suit, he's wearing a crisp white shirt with cufflinks and a red tie. He is clean shaven with styled short dark brown hair. The brief case matches his belt and he walks tall and confidently, never once tripping over his yellow clown shoes....

Wow, see what happens there?

The credibility of the image our hypothetical businessman is portraying is blown out of the water... with one thing that doesn't match.

He's going to get a lot of attention, but not for the reasons he wants it.

Heres the thing...

Businesses do this all the time. They go to all the trouble of building a reputation, doing the hard work looking after customers with excellent customer service. Even having a great professionally designed logo and stationery.

But then they drop the ball with an ad booked in a hurry, or some signage thrown together for an event...

This report will outline 6 quick and simple tips to keep you in control of your brand and avoid branding disasters.

## 1. Build a secure vault for your brand

Too many businesses delegate the management of their brand to their designer. While your logo designer will keep copies of your documents you need to have them as well so even if your designer closes shop or leaves town, you still have access to your files.

A scenario we run into often, is someone buys a business and only has printed copies of their logo, and they turn up wanting some signage or a new brochure with nothing but an old business card with their logo on it.

Often they don't even know who the designer was because they never thought to ask...

So what do we mean ... a vault for your brand?

A vault is somewhere secure where you keep all of the important resources you need to keep your brand consistent. It should be the first place you go to for the files and information you need, every single time you begin running another promotion for your business.

Lets get started... First create a folder with all your branding material on your main computer, and make sure it is always backed up on an external hard drive, a cd and/or a flash drive.

You should even seriously consider backing it up online or somewhere else away from your office in case you lose access to your building.

## **2. Control of your logo**

Your logo is the face of your brand. It is how a customer will recognise your business in a sea of competing advertising messages.

Imagine the effect of radically dying your hair before meeting a friend at the airport. You know it's you, but can your friend pick you out in the crowd?

Keeping your logo consistent every single time a customer sees it, whether on a brochure, a sign or on the side of your vehicle is probably the most important thing to get right...

Here is the minimum information you should have in your vault just for your logo.

### **Keep multiple versions of your logo**

Almost everything you publish is going to have your logo on it some where, whether your business cards, website, yellow pages ad.

With all these different mediums you'll need to use different formats of your logo.

### **Logos in Colour**

I'm going to go way out on a limb here and guess that your business logo is in colour (did I mention psychic talents run in the family?)...

Ok, so keeping a full colour version of your logo in your Vault is a no brainer...  
But what is also very helpful is to know exactly what colours your logo is made of.  
Some designers are completely happy to tell you the Pantone colours for your logo.

*(Don't know what Pantone colours are? Don't worry, they are basically a specific system that tell designers or printers exactly what colours to mix together to get your logo colour exactly right. Oh and it is the globally recognised industry standard.)*

## **Black and white**

Most things in life are not black and white, but shades of grey...

A lot of the time, you won't be printing your logo in colour. For example, placing an ad in a newspaper is likely to be black and white. And by black and white I mean grey-scale.

Greyscale images can actually be printed in any single colour, whether black, pink or green. The main point is, while it is possible to make a greyscale logo from your colour version, it is incredibly handy to have a copy in your vault.

At rare times, such as creating an embroidered monogram, you may need a block black and white version of your logo (no grey). In this case you are best to talk to your designer at the time to make sure you get the best result.

## **Other colours**

One last comment on colour.

From time to time it might be helpful to have entirely different colours for your logo...  
Say you need to put your green logo on a green wall.

Great logo's should work just as well in colours other than the main design, and it is worth considering having a couple of other 'official' colour options for your logo for those times when your main colours won't work.

## **What's a JPEG!?**

In most cases the designer or advertiser will be able to reformat your files to spec, but having them ready to go will save them time (maybe you money), and you know they won't compromise your logo when reformatting.

If you want to stay on the right side of your designer you should know, a Microsoft

Word file is next to useless for a logo... In fact it is possibly more than useless.  
OK, I feel better getting that off my chest.

Now the files you should have your logo in are:

- Jpeg - this is the most universal file type for images
- PNG - If you have any transparent areas on your logo this is the best file format especially for web
- EPS - this is the most versatile format for a logo. It is what any other designer, printer or signwriter will prefer, because it offers more flexibility to resize the logo without losing quality and making it all fuzzy.

### **How do you know its a big enough file?**

While a file size is generally talked about in megabytes (MB) or kilobytes (k), the important measurement is actually resolution, measured in dpi (dots per square inch). The same file can print at different sizes with different resolutions. All that said, if you want to print your logo on the side of a building, for example, you are going to need the largest file size you can get.

For best printing results you need at least 300dpi resolution, while the web is only a 72dpi.

Make sure you name them clearly indicating either their resolution or 'web' or 'print' because using a web image for print will guarantee you a horrible pixelated logo on your brochure or poster. (we see this all the time).

Megabyte size of a file depends on the complexity of the actual image as well as the format of the file and the size or the resolution.

The rule of thumb is if in doubt, keep the largest file size possible.

## **3. Your Brand Rule Book**

You should have a written guide for your logo and brand about what you can and can't do with your logo.

Monster companies like McDonald's have huge manuals with rules on how their logo should be displayed in certain situations.

Now lets be honest, first, you are never going to sit down for a week and write a document like that, and second, if you did, no-one would read it...

Oh and it may be completely unnecessary for you, but a few rules outlined can save you from ending up with an embarrassing advert rushed into the local paper.

You could just start with a single page document outlining a few simple guidelines like:

- When it is ok to display your logo without your tagline
- Where your logo should be placed in ads (top, bottom, right, left?)
- Your brand Pantone colours as discussed earlier
- What colours are ok to use when printing in monotone (BW or single/spot colour publications)
- The fonts used for your taglines and supporting copy

You can always add more to this document as you try things and work out what works and what doesn't. When you have a complete advertising or branding disaster, work out what the problem was and add the prevention to this rule book. (Of course that is never going to happen from now on).

Lastly, this is a great place to keep the details of the original designer of your logo.

## 4. Images

Compiling a set of images to use in your marketing is also helpful for consistency of your brand.

You obviously don't want to use the same images in every promotion (though some do quite successfully). Keeping a record of what you have used in the past helps maintain that consistency.

*TIP: No matter what business you are in, I highly recommend you get in to the habit of having plenty of photo's of your products, services or even your clients taken, that you can use in the future.*

Now you're thinking, I'm a lawyer, what should I have photos of?

The truth is any business can have photos of something relevant to their business. So lets say you are a lawyer... you could get photos of your staff enjoying their work, or of the attendees of that seminar you gave.



The fact is, 99% of the images you have will be terrible (unless you are a professional photographer, then you are in trouble).

Thats cool. Delete the bad ones and throw the good ones you get into a folder in your vault.

### **Professional photography**

If you have commissioned a professional photographer to take images for your brand, (and in many if not most, this is the best option for images) make sure you keep the original raw files safe and use them whenever appropriate.

### **Stock photography**

At a pinch, you can get some excellent images from stock photography websites. The downside is they often look a bit impersonal and staged.

Anytime you use stock photography, keep a copy in your vault.

You will also need to keep the details of the service you purchased them from (in case you need to purchase more similar images) and your license for using the images in the same folder. There are restrictions so be sure you read the agreement for each.

Make sure if you use other peoples images that you have the right to use them. Copyright infringement fines can be an expensive way of 'purchasing' stock photography!

## **5. Stationery**

Again, keep everything in a folder in your vault.

This may be a template in your word processing software or the original files of your pre-printed stationery.

I would go as far as including templates for forms, standard letters and quote layouts... In fact, any documents you use in your business semi regularly.

Maintain guidelines within the office so that everyone knows where to find these files and how to use them.

## **6. Previous Advertising And Printed Media**

Knowing where you have been with your brand and marketing is important to help guide you in the future. Keep a physical and/or digital folder of all advertising that you run, any brochures you have printed, as they happen.

This provides you with an overview of how your company appears to the public and is a very handy resource to cast your eyes back over when planning future advertising...

If you were really smart (and of course you are) you could keep track of the results you get from each promotion as well, and over time, narrow down exactly what works and what doesn't for your market...

But then that is a topic for another time.

**Thats it!**

It's really just a simple matter of housekeeping, and so vital to the health of your brand.

If you follow these guidelines, you will have a record of your branding promotions throughout the years ahead. You will always know where to get the files, images and documents that you need without trawling for hours through your computer folders, and you'll have tighter control over how your business is presented to your current and potential customers.

**Now go and create your Brand Vault!**

**This guide is produced for you by The Full Noise - Web and Graphic designers, and web marketers.**

**If you found it helpful, please share it with anyone you know will get some benefit from it.**

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