



Corporate Identity • Posters • Stationery • Web Design • Promotional • Brochures • Illustration

Corporate Identity (Branding)

Your corporate identity is your businesses image. It includes all of the following:

- **Logo**
- **Stationery:** Letterheads, business cards, with comps slips, envelopes, receipts, quotation forms, corporate folders
- **Annual Reports & Other Publications**
- **Office:** signage, banners, furniture
- **Promotional Material:** Leaflets, calendars, pens, notepads...

There is a lot to consider, and many people find they can't create their business's corporate identity themselves (which is fair enough, just like we can't fix our cars or build houses), so here, at Second Nature Graphic Design, we're more than happy to help with what can seem like a daunting task. To start with we've created this information sheet and checklist about logos and business stationery. Once you've gone through it you should have some idea about what you want. It's designed as a starting point, to get you thinking about what you think will suit your business.

We also have a similar information sheet about business cards, if you'd like to see it it can be downloaded from our website, or ask us for more details.

It should also assist with keeping your logo (and stationery) design within your budget. If you approach a graphic designer and have no idea what you want it's very hard to create a design that you will like, so it takes longer and costs more. We find that once we have the logo the rest follows pretty easily.

Of course, if at the end of this checklist you still have no idea what you want we can work with you and run a few brief ideas past you, constantly checking with you as we go, so we don't go down the wrong track.

Take all of the following into consideration when designing your corporate identity or approaching a graphic designer about designing it for you.



Top service, excellent prices, with a guarantee to meet your deadlines.

Telephone: 0405 910 502

Email: kelly@secondnature.net.au

Web Site: www.secondnature.net.au



Corporate Identity • Posters • Stationery • Web Design • Promotional • Brochures • Illustration

Copyright:

Get it sorted out at the beginning, it's important.

When approaching a graphic designer, photographer, or any creative professional, copyright is an important issue. You don't want to spend a lot of money getting a logo designed and find out after that the designer is restricting how you can use it because of copyright.

Ask your designer upfront, at the beginning, will I own the copyright. Some will charge you more to be able to use it unrestricted, some designers just won't hand over the control to you. At Second Nature Graphic Design we want to make it easy for you, so we don't restrict use, once you've paid for the logo it's yours, but some designers don't, and it's important to find out first, not after you've spent the money. Get it in writing, check out the terms and conditions, and make sure you understand what rights you have regarding the artwork.

Artwork files are similar. We'll give you all the artwork files on CD at the end, so if you have your own marketing team, or you have the skills and time, you'll be able to use and edit these files yourself, but not all designers will give you these files, and some charge extra for them. There's nothing illegal about these practices, and each designer/studio has their reasons for their procedures, just make sure you find out what you need to know before hiring someone to design anything for you.

Logo:

Colours, fonts, shapes, images

Colours:

You can have a look at a colour swatch book and pick the colours you want. Pantone colours (PMS or spot colours) should almost always print exactly the same, however paper variations can change the colour slightly. CMYK colours are great if you're going to always print in full colour, and there's a never-ending amount of them. Swatch books that show the CMYK equivalent of Pantone colours are available, and it's a good idea to have a look to see how any spot colours will print in CMYK (full colour) printing for promotional material, flyers, and other mediums before you settle for a spot colour, they can look quite different.

Printers and designers (so your logo and documents) will either use full colour (CMYK) or spot colours for setting up and printing your documents.

Spot colours use a single coloured ink, one ink per colour, where CMYK (full colour) printing mixes cyan, magenta, yellow and black to make every colour in the document and image, and will produce photographic images. If you used 8 colours and printed it with CMYK printing it would need 4 inks, to be set up 4 times, and to be put through the press 4 times. If you printed the same 8 colour document using spot colour it would require 8 inks, and to be set up and printed 8 times. Spot colours can also include metallic colours, which is an advantage over CMYK printing, if you want to use them.



Top service, excellent prices, with a guarantee to meet your deadlines.

Telephone: 0405 910 502

Email: kelly@secondnature.net.au

Web Site: www.secondnature.net.au



Corporate Identity • Posters • Stationery • Web Design • Promotional • Brochures • Illustration

Logo (continued):

Colours (continued):

Always have a look at printed work, or allow for some colour variation when printed. What you see on screen is not an accurate guide to what will print.

You should also find out the RGB equivalent of spot and CMYK colours for your website and any onscreen work, such as presentations, e-Books and PDFs.

Some examples of what colours can symbolise:

- Blue: Cool, calming, professional, also very common
- Green: Calming, environmentally friendly, not as common
- Pink: Fun, feminine, uncommon
- Red: Danger, exciting, heat, warning
- Orange: Fun, bright, cheerful, warm
- Yellow: Associated with sun, summer, happy
- Brown: Natural, earthy
- Purple: Royalty, luxury

Metallic Colours: Silver, gold, bronze, metallic blue, green purple and many more, there are hundreds of metallic colours. These look classy, and gold or silver work with almost every colour combination.

Colour Schemes:

- Complimentary Colours: For the greatest contrast use blue with orange, red with green or purple with yellow
- Harmonious Colours: Blue & green, blue and purple, yellow and orange, red and orange
- Monochrome: Various shades of a single colour (including greyscale and black and white)

Number of colours:

Depending on what you're printing, and your printer, it's possible to keep your costs down by using one or two (spot) colours, but for sometimes there's very little price difference between spot colour printing and full colour printing. While there's less time and work involved in printing 1 or 2 colours compared to four printers often combine full colour jobs, so they will put a large number of jobs on one sheet of paper and can then print them all at once and split the cost between all of them. This doesn't work with spot colour jobs seeing as it's very unlikely they'll get multiple jobs using the same colours.

Shape/Images:

- Natural, chunky, modern, sleek, old fashioned
- Abstract, stylised or accurate images

If you're using an image, such as an animal or building consider the following points:

- Why have you chosen that image?
- What does it mean to your business?
- What other businesses have a similar image?
- What does it represent to most people?



Top service, excellent prices, with a guarantee to meet your deadlines.

Telephone: 0405 910 502

Email: kelly@secondnature.net.au

Web Site: www.secondnature.net.au



Corporate Identity • Posters • Stationery • Web Design • Promotional • Brochures • Illustration

Logo (continued):

Fonts:

- Style: modern, old fashioned, fun, funky, childlike, script, printer/typewriter, hand written...
- Size
- Clarity
- Do they match (if using more than one font family)
- Are they practical to print?
- Are there copyright issues or restrictions regarding the use of the font: Some fonts don't allow you to use them for commercial purposes, and some fonts (especially from movies or TV shows that may have fonts created specifically for them) you can't use without breaching copyright. This is an important issue to consider if you're designing your own logo with fonts you download from the internet. Graphic designers should have a selection of fonts that they can use for commercial purposes (font libraries are available for purchase but they can be very expensive) and if you want a specific font they should be able to buy it, as long as it's legal to use for your logo.

Practicality:

A lot of people get hung up on the design and don't consider whether it's practical. Practicality is one of the most important thing to consider when designing a logo.

- Does it work with a variety of printed material? Do the colours clash with other colours you will need to use frequently? If your products are red you probably don't want a fluro pink logo.
- Does it work in various sizes? You might want it as a sign for your office, 1 metre long, and at the same time 2 centimetres long on a business card. A logo that has very fine lines at 15 centimetres probably will be very hard to make out small enough for a business card.
- Will it work in one colour, or greyscale? Newspaper ads might require greyscale, and promotional products, like pens, might require one or two colours, and gradients won't work for that. If you have a very fancy, ornate logo using gradients or drop shadows, make sure you get a version that works as one colour.

Stationery:

Paper, Layout, Fonts, Colours, Content

What do you want your branding to say about you, and does your letterhead reflect that? Remember, you might send out quotes, introduction letters to potential clients, it's quite possible that these letters could be giving potential clients their first impression about your business. Make it a good one.

Most of these points are also important to consider when designing with compliments slips or envelopes.



Top service, excellent prices, with a guarantee to meet your deadlines.

Telephone: 0405 910 502

Email: kelly@secondnature.net.au

Web Site: www.secondnature.net.au



Corporate Identity • Posters • Stationery • Web Design • Promotional • Brochures • Illustration

Stationery (continued):

Content:

What do you need on your letterhead? Are you trying to put too much on there, or are you missing anything important?

Some content to consider:

- Your contact details: These are vital, but which do you want on there? Postal address, street address or both? Mobile number, landline or both? Fax, email address?
- Website
- Unique selling points
- List of products or services
- ABN, ACN and any other licence numbers that your clients or potential clients will want to see, or that you're legally required to have there

Paper:

There are thousands of papers, think about choosing something different to white bond. Most designers will have paper swatch books to show you, and we have a large variety, and can order you in more if there's something you particularly want.

- Colour: Paper doesn't have to be white, as long as it's a colour light enough to be printed on, and it works with any logos and images you'll be printing on it there's no reason to stick with plain white paper. There's metallic papers, glittery papers, pastels, bright colours, anything you want!
- Texture: There's so many textures, some feel velvety, some feel smooth, some rough, some feel like recycle paper or parchment.
- Weight: Do you want a thin paper, or a heavy paper? Heavier stock can have more of a luxurious feel, but too heavy and you'll have a hard time folding it neatly to fit in a DL envelope, especially with a few sheets.
- Is the paper compatible with your printer/s? If you can't print on a letterhead it's useless. Find out first, request some samples to try it on.
- Recycled paper? If you're selling yourself as a green business, or environmentally friendly use recycled paper to give that aspect more credibility.

Layout:

- Do you have enough room to print the letters or does your design take up too much room?
- Are your contact details able to be found easily or are they hiding?
- Overall Look: clean, fun, busy, interesting, professional?
- Double or single sided? Sometimes a double sided letterhead looks great, especially when folded.



Top service, excellent prices, with a guarantee to meet your deadlines.

Telephone: 0405 910 502

Email: kelly@secondnature.net.au

Web Site: www.secondnature.net.au



Corporate Identity • Posters • Stationery • Web Design • Promotional • Brochures • Illustration

Stationery (continued):

Fonts:

- Style, does it suit your business? If you sell modern, modular, verging on futuristic furniture an old fashioned, engravers style font isn't the best choice.
- Size: Is it too small to read or is it too big and will make your letter, or anything else, look insignificant?
- Clarity: Is it too hard to read, is it over an unsuitable background?
- Do the other fonts match the logo fonts, and does the font you'll be typing your letters in match them?

Colours:

- Do the logo colours, paper colour and colours in the other design elements work together?

Checklist:

- Copyright:
- Logo - Colour:
-
- Logo - Shapes/Images:
-
- Logo - Fonts:
- Stationery - Content:
-
- Stationery - Paper:
- Stationery - Layout:
- Stationery - Fonts:
- Stationery - Colour: