

Standard Set of Branded Materials

Print Materials

Necessary

Business Cards
Letterhead
Envelopes
Newsletter Template
Brochure Template

Optional

Postcards
Notepad
Folder
Book Cover Template

Electronic Materials

Website/Blog Template
Facebook page cover & profile image
Twitter background, profile photo & header
LinkedIn cover image & logo (profile image)
Electronic newsletter template (for mailchimp.com)

PowerPoint Backgrounds
Electronic Signatures
Animated logo (if you do videos or other multimedia)
Signature sound (if you do anything on the radio or with podcasting)

Signage and Displays

Vertical and/or horizontal displays
Posters
Building signage

Office door signage
Name tags

Other

Polo shirts or T-shirts
Vehicle Signage (consider a magnet sign that can be used on multiple vehicles)
Files for graphic elements

Tips

If you develop a logo or a graphic for your organization have it developed in black, white/reverse and color. Logos should additionally be available in several file types including .eps, .gif, .png, .wmf, and two sizes of .jpg (high res/large and low res/small). Having this variety in colors and file types will ensure that you have what you need for every graphic environment. For your fonts, consider choosing fonts available in most Microsoft Office products or choose fonts that are similar to fonts available in Office.