



BRAND COLLATERAL

HOW TO USE YOUR NEW BRAND DESIGN
TO CRUSH IT!

So you've finalized your newly designed (or redesigned) logo, now what? Before going out into the market there are a few things you need to get designed to help you make the positive impression you are after.

In short, you need to apply your fresh new logo onto everything that you use in your business that people will see. The goal is for people to align with your brand no matter how they encounter it. First impressions count! Done systematically, your brand will be consistently awesome for both new and current clients, no matter what they see.

With a professionally designed brand you should start out right with a brand style and usage guide (example in this guide). But what are the essential branding collateral items you need?

It differs with the type of business and how you plan to communicate and market. Many businesses consider a lot of items beyond your standard business card, letterhead and email signature to be essentials today. To assist in meaningful brand storytelling, they usually get complex in design and need more assets created. These are typically: support graphics designed; photos commissioned or licensed; compelling copy to be written; and even aspiration video to be scripted, shot and produced.

The designers of your logo are usually best suited to bring your brand to life through your collateral material. This is providing the logo itself is full of story and meaningful. When it is, they will have a deep understanding of how to construct the designs. Failing that, a branding team specialising in brand storytelling can help you tell yours in a compelling and authentic way.

It's far better cost value for you to define what you need and have your consultant bundle it together. Bundling means handling and account management time is reduced, and overall speed increases because of flow state. Piece by piece is much more time consuming and expensive.

To help you define what you need we have produced a list of common business types and the collateral branding materials they use. There are no absolutes, this is an indicative guide.

Still unsure what you need? Consult with your branding specialist to understand how each item can benefit you. Our consultants love chatting and sharing advice about branding and can answer your questions. Get in touch today for a free consultation +61 2 8091 6555 or via our website www.thesponge.com.au.

WHERE TO USE YOUR NEW BRAND DESIGN...

BRAND COLLATERAL	COMMON BUSINESS TYPES												
	MANUFACTURING	FITNESS & WELLBEING	REAL ESTATE	CONSTRUCTION	RESTAURANTS	BEAUTY & SPA	PROFESSIONAL SERVICES	RETAIL	HEALTH & MEDICAL	EDUCATION & TRAINING	FINANCIAL	ECOMMERCE	TECH STARTUP
FORMALITY:													
Trademark Application	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ESSENTIALS													
Business Cards	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Email Signatures	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Letterhead (Print & Digital Template)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Invoice Template (Xero/Myob)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Intranet/Portals	–	✓	✓	–	✓	✓	✓	–	✓	✓	✓	✓	✓
eDMs	✓	✓	✓	✓	✓	✓	✓	✓	–	✓	✓	✓	✓
Videos, movies, showreels	✓	✓	✓	✓	–	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Profiles/Pages:													
LinkedIn Company Page	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LinkedIn Profiles	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Facebook Page	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Twitter Page	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Youtube channel	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Instagram	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Google +	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company Credentials/Profile Document	✓	✓	✓	✓	–	–	✓	–	–	✓	✓	✓	✓
Powerpoint/Keynote Slide Deck	✓	✓	✓	✓	✓	✓	✓	✓	✓	–	–	–	–
Flyer	–	✓	✓	–	–	✓	✓	✓	✓	✓	✓	–	–
Digital Brochure	✓	✓	✓	✓	–	✓	✓	✓	✓	✓	✓	✓	✓
Printed Brochure	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	–	–
EXTENDED													
Products/Service Sheets or Catalogues	✓	✓	✓	–	✓	✓	✓	–	✓	✓	✓	✓	✓
Whitepapers	–	–	–	–	–	–	✓	–	–	✓	✓	✓	✓
Envelopes	✓	✓	✓	✓	–	✓	✓	✓	✓	✓	✓	–	–
Press Kit	✓	✓	–	–	✓	✓	✓	✓	✓	✓	✓	✓	✓
Packaging	–	–	–	✓	✓	✓	–	✓	✓	–	✓	✓	–
Point of Sale	✓	✓	–	–	–	✓	–	✓	✓	–	✓	–	–
Presentation Folder	✓	–	✓	✓	✓	✓	✓	–	✓	✓	✓	–	✓
Webinar Template	–	✓	–	–	–	–	✓	–	–	✓	–	–	–
Google Banner advertising	–	✓	✓	✓	–	✓	✓	✓	✓	✓	✓	✓	✓
Prominent Signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	–	–
Vehicle Livery	✓	–	✓	✓	✓	✓	✓	✓	✓	✓	✓	–	–
Print Advertising (magazines, journals)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	–
LAUNCH													
Posters	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	–	–
Outdoor advertising	✓	✓	✓	✓	–	–	✓	✓	✓	✓	✓	✓	–
TVCs	✓	–	–	–	–	–	✓	✓	✓	✓	✓	✓	–
Promotional items	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	–	–
Event displays, exhibition stands etc t	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

EXAMPLE BRAND STYLE GUIDE: VIVIDRY

Extract of guide only. Contact us to see a complete example.

Colour Guide

Brand Mark Suite



Type Guide

Concept Presentation

Usage Examples

Your brand is your salesperson. It represents your business and everything you promise to deliver. It needs to do so without the support of you speaking any words, purely through awesomely designed collateral material. Great branding tells a compelling story at every point. **What story do you want to tell?**

The Sponge is a brand storytelling & reignment agency that has been creating and managing brands across the globe since 2001.

Connect and talk with us about your brand today

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