**🎨 Logo Rework – Designer Instructions**

As part of the logo rework, please include the following **final deliverables** to ensure consistency across print, web, and digital platforms:

**✅ 1. Logo Variations**

Please provide these common versions:

* Full-color (primary)
* Black & white
* White/reversed version (for dark backgrounds)
* Grayscale (if needed)
* Icon or symbol only (for favicon/app)

**✅ 2. File Formats**

Each variation should be exported in:

* .AI or .EPS: Master vector file for scaling/print
* .SVG: Scalable for web, apps, and UI
* .PNG: Transparent background (web/ppt)
* .JPG: Web and social media on light background
* .PDF: General use and printing

**✅ 3. Resolutions & Sizes**

* High-resolution (300 DPI) for print
* Web-optimized (72 DPI)
* Favicon sizes: 16x16, 32x32
* App/social icon sizes: 512x512, 400x400

**✅ 4. Color Specifications**

Please include:

* HEX, RGB, and CMYK values for all primary/secondary colors
* Pantone codes (if applicable)

**✅ 5. Typography**

* Fonts used in the logo
* Font files or links (if permissible)
* Guidance on font pairing for brand consistency

**✅ 6. Brand Usage Guide**

A short PDF or slide deck (2–4 pages) covering:

* Logo spacing and placement rules
* Minimum size
* Background options (allowed/not allowed)
* Sample usage (business card, web, email, etc.)

**✅ 7. Optional (if included in scope)**

* Branded mockups (merch, app icon, signage, etc.)
* Simple animated logo (GIF, Lottie, or MP4)

**✅ Delivery Format**

Please deliver all files in an organized folder structure (ZIP or shared drive), with clearly labeled subfolders.

Let me know if you need a sample brand guide or delivery checklist.

Thank you!

Let me know if you'd like this converted into a branded Google Doc or Word template for reuse.