



KTA
Kindermans
Trading Abfa

Name:
Date:

Brand Visual Identity Design Elements & Touchpoints

Please check the requirements and applications
based on the type of your business, company, brand, etc:

Key Elements:

- ☐ Story & Concept
- ☐ Symbols
- ☐ Design Process
- ☐ Logo
- ☐ Logotype | 1st Language
- ☐ Logotype | 2nd Language
- ☐ Dos & Don'ts | Logo
- ☐ Logo Compositions
- ☐ Structure
- ☐ Color Palettes
- ☐ Color Concept
- ☐ Dos & Don'ts | Colors
- ☐ Color Usages
- ☐ Family Fonts
- ☐ Slogan
- ☐ Pattern / Texture
- ☐ Pattern / Texture Usages

Stationery:

- ☐ A4 / A5 Letterhead
- ☐ Business Card
- ☐ A4 / A5 Envelope
- ☐ Commercial Envelope
- ☐ Factor / Bill / Order/ Form
- ☐ Invitation Card
- ☐ VIP / Gift Envelope
- ☐ CD & Cover
- ☐ Folder
- ☐ Clipboard
- ☐ Note Paper
- ☐ Notebook
- ☐ Personal Card
- ☐ Property Label
- ☐ Stamp (Ink)
- ☐ Stamp (Wax)
- ☐ Stamp (Emboss)

Gifts & Events:

- ☐ Mug
- ☐ Paper Cup
- ☐ Flash Drive
- ☐ Pen / Pencil
- ☐ Label & Sticker
- ☐ Ribbon
- ☐ Ballon
- ☐ Paper Bag
- ☐ Tote Bag
- ☐ Wrapping Paper
- ☐ Pixel

Booth & Exhibition:

- ☐ Roll up
- ☐ Pop up
- ☐ Stand
- ☐ Counter
- ☐ Photo Wall
- ☐ ID Card

Digital & Online:

- ☐ Social Media Concept
- ☐ Web Design
- ☐ Online Banner
- ☐ Online Ads
- ☐ Fab Icon
- ☐ Profile Photo
- ☐ Twitter / FB Avatar
- ☐ Linkedin Materials
- ☐ Online Signature

Uniform:

- ☐ Badge
 - ☐ Women`s Uniform
 - ☐ Men`s Uniform
- (Based on position)

Environmental Graphic:

- ☐ Facade
- ☐ Signage
- ☐ Pictogram
- ☐ Way Finding Design
- ☐ Decoration Ideas
- ☐ Accessories Mood
- ☐ Vehicle / Truck
- ☐ Stand / Table Flag

Printing Media:

- ☐ Printing Materials
- ☐ Emboss Version
- ☐ Spot Color/UV Version
- ☐ Emboss / Graving Version

Product:

- ☐ Packaging
- (Based on product)
- ☐ Label

THANKS
for sharing with us
———— KTA Team