

## Overview

This guide helps you organize your final branding and marketing design files for boAt Lifestyle. A clean and

### 1. Folder Structure Layout

- Final Branding & Marketing Assets
  - ■ ■ ■ ■ Logo Design
    - ■ ■ ■ ■ AI, SVG, PNG, JPG (Full Color, B&W, Grayscale)
    - ■ ■ ■ ■ Logo Usage Guide (PDF)
  - ■ ■ ■ ■ Business Card Design
    - ■ ■ ■ ■ Front & Back (AI, PDF, PNG, JPEG)
    - ■ ■ ■ ■ Print-ready files (CMYK, 300 DPI)
  - ■ ■ ■ ■ Social Media Templates
    - ■ ■ ■ ■ Instagram, Facebook, LinkedIn Templates (AI, PSD, PNG)
    - ■ ■ ■ ■ Editable versions (Canva/Figma link)
  - ■ ■ ■ ■ Promotional Poster
    - ■ ■ ■ ■ Digital & Print Versions (AI, PSD, PNG, PDF)
    - ■ ■ ■ ■ Mockup Previews
  - ■ ■ ■ ■ Branding Guidelines Document
    - ■ ■ ■ ■ Full Branding Guide (PDF, PPT)
  - ■ ■ ■ ■ Mockups & Presentations
    - ■ ■ ■ ■ Business Card, Poster, Social Media Mockups (JPG, PNG)
    - ■ ■ ■ ■ Final Portfolio Presentation (PDF, PPT)

### 2. File Format Guidelines

- Vector: AI, SVG, PDF (scalable & editable)
- Raster: PNG, JPEG (for web & digital use)
- Print-Ready: PDF (CMYK, 300 DPI)
- Editable: PSD, AI, Canva/Figma link

### 3. File Naming Convention

- Use clear and consistent naming like:
  - boAt\_Logo\_FullColor.svg
  - boAt\_BusinessCard\_Front.pdf
  - boAt\_Instagram\_Template.psd

### 4. Backup & Storage

- Upload all files to cloud storage (Google Drive, Dropbox, Notion)
- Share access with team or mentors
- Keep a local backup or external hard drive copy

### Checklist Summary

- ✓ Files separated by category
- ✓ All formats saved (editable, print, web)
- ✓ Clear file naming applied
- ✓ Uploaded and backed up securely