

# Brand Identity

## Deliverables

- ✓ Logo
- ✓ Letterhead (Front & Back)
- ✓ Business card (Front & Back)
- ✓ Compliment slip (Front & Back\*)
- ✓ Envelope

## File formats



When creating the final files, keep in mind the country where the client is based, as the sizes of the stationery items will differ per country (eg. letter size used in the US vs. A4 format used in Europe for letterhead designs).

\* If applicable

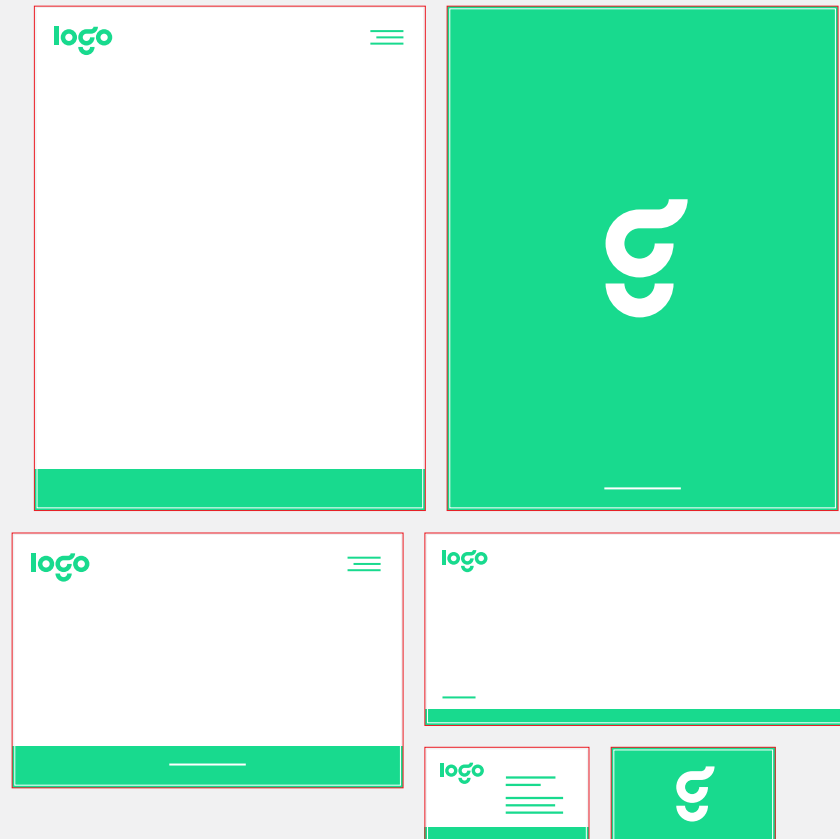
**Important: prepare the logo files first (specified in the logo section).**

Create a clean file (preferably in Adobe Illustrator) that combines all the different items together in one file. Save an extra version of this file but with the outlined text, in case the client or their printing service does not own the font used throughout their identity. Also, be sure to upload the .eps file of every item separately (save the file after selecting the "Use Artboards" option).

Create two .pdf files. One with and one without trimmarks (3mm or 0,125 inch bleed).

## Illustrator file

EXAMPLE



"The function of design is letting design function."

- Micha Commeren

Depending on the client's requests, exceptions can be made to these file types. However, please ensure that the files you are sending in are clean, clear, and relevant.

## Folder structure

EXAMPLE

- Logo (specified in the logo section)
  - BrandName-BrandIdentity.ai
  - BrandName-BrandIdentity(OutlinedText).ai
- EPS ▼
  - BrandName-Letterhead(Front).eps
  - BrandName-Letterhead(Back).eps
  - BrandName-BC(Front).eps
  - BrandName-BC(Back).eps
  - BrandName-Compliment(Front).eps
  - BrandName-Compliment(Back).eps
  - BrandName-Envelope(Front).eps
  - BrandName-Envelope(Back).eps
  - BrandName-BrandIdentity.pdf
  - BrandName-BrandIdentity(Trimmarks).pdf