

Tools for successfully maintaining your brand.

Creating a brand in today's market is no easy task. Business owners are required to stay on top of their brand in order to ensure that it is continually capturing the interest of their consumers. At Early Creative we believe the power in keeping a well maintained brand, as it allows your business to remain top of mind to those who follow you.

We outlined a list of tools that you can use to ensure your brand is successfully maintained in order to extend the life of your brand strategy.

BRAND STANDARDS

If your brand was professionally designed your designer may have provided you with a brand standards. A good brand standard is a great way to check in with your brand to make sure a brand is functioning as it should. A brand standard includes the following:

- » Brand overview
- » Logo & Responsive Logo Guidelines
- » Brand Identity Guidelines
- » Font System & Use
- » Colour System & Use
- » Graphic System & Use

DESIGN TEMPLATES

Design templates are a great way to ensure your promotional material is being displayed consistently no matter who on your team is updating them. Templates allow you to set certain rules for print or digital platforms. A great software for creating design templates is:

- » **Canva.com:** Canva is a subscription based online software that allows you to create a brand kit and templates that can be created custom to your brand. What is great is that it has preset sizes for both print and digital. A very powerful tool that puts you in control of your brand.

PHOTOGRAPHY

We live in a highly visual world, which is why it is important to incorporate some sort of photography into your brand that will communicate the experience of your company. Here are our suggestions on getting the right photos:

- » Custom brand photography is the best way to capture your brand image. Many photographers these day offer retainer fee keep you images fresh for your social platforms.
- » If budget is a concern you can download free stock images from **Unsplash.com**. Keep in mind because they are free they are not unique to your brand, meaning anyone can use them. It is also important to note you must credit the photographer.

WEBSITES

We are spoiled when it comes to getting our business online. The internet has given us some great options to use that makes maintaining a website easy. There is a bit of a learning curve when it comes to building websites, so if you are not feeling totally confident, we can certainly help set you up with the website you need to match your brand.

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|-----------------------------|---------------------------|
| » Template Websites: | » Custom Websites: |
| » Wix.com | » Webflow.com |
| » Squarespace.com | » Wordpress.org |

We hope you find this list of Tools useful when it comes to successfully maintaining your brand. If you any questions we would be happy to answer them for you over email or a scheduled phone call.

For more about us visit our website and sign up for our newsletter that includes design trends, brand tips, and informative resources.

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