VISUAL ASSETS
Swipe file

When it comes to visuals, a strong brand employs the same imagery, styles, fonts, colours and tone consistently across all elements. Also known as your brand's collateral assets, listed below are some of the main graphic and visual elements you're likely to need when launching your blog and biz:

GENERAL

Mood Board
Brand colour palette consisting of four or five key brand colours with corresponding Hex codes.
Textures and patterns (backgrounds used on website, stationery and social media posts)
Brand Style Board (fonts, colours, logos)

LOGOS AND FONTS

1 x Large Main Full logo (high resolution PNG file and a Scaleable, Vector–based .SVG file)
2 x Secondary logos for social media and additional usage
1 x Favicon (the tiny icon located in the browser bar to the left of a website's URL)

1 x headline (title) font
1 x Script or handwritten font
1 x body (paragraph) font

SOCIAL MEDIA/ BLOG

Social Media and Blog Post Templates (3-5 different designs per platform)
Social Media Profile Banners
Social media icons for your website
Webinar / Presentation slides templates

PHOTOGRAPHY

1 x 'hero' shot of you (the type of wide, full screen shots you find on a homepage or About page).
1 x social media/ bio profile shot for social media and website profiles
5-10 'lifestyle' shots of you going about your business, creating products, at your desk – think natural!
5-10 Flatlays (styled, overhead shots of your desk, workspace, studio, kitchen, wardrobe, garden etc which can be overlaid with text for use on social media and blog post titles).
Product shots – a mix of 'cut outs' (products shot against a plain, white background) and styled, lifestyle shots

EVERYTHING ELSE

Email signature
Packaging and stationery
Business cards, bags, labels and any other printed materials you need for your products and business