# Corporate Identity

1. **Identity & Style Guide**
   Before any layout work is done on marketing collateral, an identity needs to be identified or established. Although there is usually some concept of a logo, other branding elements need to be established. Standards need to be set for how to use the logo, as well as all other branding elements to ensure a consistent look throughout all marketing pieces.

   Once the fonts, colors and graphic elements have been determined, a Style Guide will be produced which details exact usage of each. All producers of collateral/print materials can reference the Guide.

   A. **Fonts**
      A set of two to three fonts that appropriately portray the Company will be chosen. The Style Guide will indicate when and how to use each font. For example, headlines might have a bold/thick-serifed font used in 16-18 pt, (name and actual font to be specified when the research and work has been done in the initial "identity" phase), while all copy on specific collateral might be a lighter/thinner, clean, easy-to-read sans-serif font (for easy readability at small sizes).

   B. **Colors**
      The colors should work well to portray the Company image and appear consistent with the logo. However, a secondary palette of colors can be worked in to avoid all pieces looking identical, yet keep the branding consistent. Three to four colors might be chosen as accent colors, and perhaps differentiate the numerous marketing collateral. The colors would be complementary to each other and add another element of graphic interest.

   C. **Graphic Elements**
      To keep all the print pieces consistent, while being individually appealing, a set of graphic elements may be selected in the initial identity phase. For example, a couple different backgrounds may be established. The background would be an element that could be used when a piece is made up mostly of text and seems to be lacking visually. Using icons or other artwork (e.g., line drawings, maps) adds interest when photos are not an option. A certain way to treat the collateral each time, is another way to keep consistency.

2. **Schedule**
   Once all collateral pieces are agreed upon and "needed by" deadlines have been confirmed; a schedule/calendar will be produced. The calendar will include all elements of the process including (but not limited to) when each of the following are due: 1) Copy and photos from the Company 2) First, second and final drafts/layouts from Spire Express 3) Feedback/revisions on each round from the Company 4) Final sign-off of each project for files to be printed. Grouping several projects together during printing, for more effective pricing, will be considered when making the schedule.

3. **Organization Checklist**
   To help the process flow smoothly for both the Company and Spire Express, we will provide a checklist of all elements needed from the Company before the projects commence. The list will include all details of what is needed and in what file formats, if necessary: the list of the various text/copy items, a list of all photos, logos, sponsor artwork, etc. Having the list up-front and knowing when the elements are needed, saves time and possible delays by not scrambling for each thing one-at-a-time in the end.

   *All ideas listed here are examples only. If the projected is accepted, conversations with the Company will determine specific needs and ideas for moving forward on any identity considerations.*

**SPIRE** *Express*