

Lamphills Brand Assets Checklist

1. Logo:

- Primary logo
- Secondary logo (if applicable)
- Monochrome/Black & White version
- Clear space requirements

2. Color Palette:

- Primary brand colors
- Secondary colors (if any)
- Pantone, CMYK, RGB, and HEX codes for each color

3. Typography:

- Primary font for headings
- Secondary font for body text
- Font variations (bold, italic, etc.)

4. Imagery:

- Photography style guide (e.g., types of images, filters, tone)
- Illustration style guide (if applicable)
- Stock photo resources (if used)

5. Graphic Elements:

- Patterns
- Icons
- Borders
- Backgrounds

6. Stationery:

- Business cards
- Letterheads
- Envelopes

7. Digital Assets:

- Website design elements (buttons, menus, etc.)
- Social media graphics (profile pictures, cover photos, post templates)
- Email templates

8. Marketing Collateral:

- Brochures
- Flyers
- Posters
- Banners

9. Packaging:

- Product packaging design
- Labels
- Inserts (if applicable)

10. Branding Guidelines:

- Document outlining proper usage of all brand assets
- Guidelines for logo placement, sizing, and spacing
- Tone of voice guidelines

11. Legal Documents:

- Trademark registration documents
- Usage rights for fonts, images, and other assets

12. Merchandising:

- Branded merchandise (t-shirts, mugs, etc.)
- Guidelines for external vendors producing merchandise

13. Event Materials:

- Banners
- Booth design
- Handouts

14. Signage:

- Indoor and outdoor signage designs
- Directional signage

15. Video Assets:

- Intro/outro animations
- Lower thirds
- Video overlays

16. Audio Assets:

- Jingles
- Voiceovers
- Sound effects

17. Software/App Assets:

- App icons
- User interface elements
- Splash screens

18. Internal Documentation:

- Brand asset repository access instructions

- Brand asset update procedures