



BRANDING KIT GUIDE

Branding Kits

A Branding Kit consists of a variety of graphic elements to help you create a cohesive and consistent visual style for your brand.

A Couture Web Pre-Made Branding Kit has been carefully curated and created to help save you time and money when you are not quite ready or able to hire a designer for a custom branding kit.

Branding Kits

There are different options available:

Ready to Wear (pre-made): A great starter kit containing all you need to begin, many available for sale but a kit may be 'retired' (no more sold) as an upgrade

Limited Edition (pre-made): A unique, 'only one available' kit containing a few more elements

Tailored: as Limited Edition but customised and logo from template

Couture: completely customised with hand drawn logo

Benefits of a Branding Kit

If you are not yet in a position to invest in a custom branding package, a pre-made or tailored branding kit is the perfect way to build your brand's visual style. Over time, your brand's message and visual elements may change but it is advisable to have a good foundation.

Stop faffing about in Canva trying to figure out what fonts and colours to use on your website and opt for a lovely branding kit and have confidence in your online style and presentation.

Logo

A Vector program should be used to edit the Logos to ensure no loss of quality when resizing.

Available Vector Programs at time of publishing:

Adobe Illustrator (free trial available)

Inkscape (free)

If you are unable to use these, consider hiring a designer to make changes or...>>

Logo

Included in the Branding Kit are PSD versions of the logos for use in Photoshop and also PNG files containing the 'symbol' elements of the logo.

You can use these in an image editing tool and overlay with text to re-create the logo look.

Ensure that you create and save/download a PNG file with a transparent background.

Logo

Image editing tools include:

Adobe Photoshop (free trial available)

Canva (need Canva at Work for transparent download)

PicMonkey

Designsta (\$1 trials available)

Logo

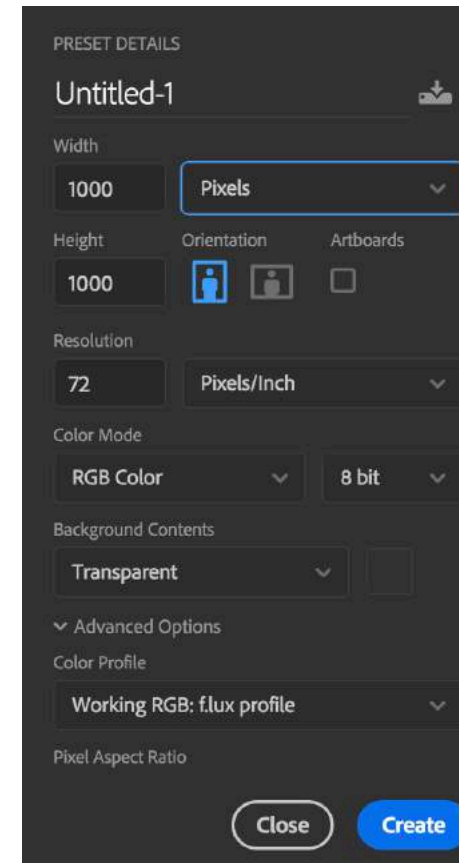
Example of Editing in Photoshop:

File>New>

Width 1000 pixels, Height 1000 pixels

Colour Mode: RGB

Background Content: Transparent

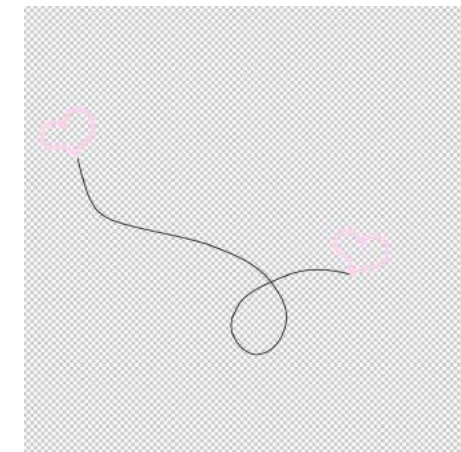
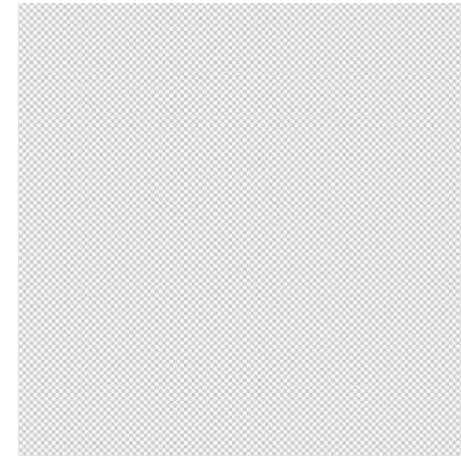


Logo

Transparent Square (check look)

File>Place Embedded>

Navigate to the PNG of the Logo Design, adjust size smaller if required (do not scale up)



Logo

Using the Horizontal Type Tool, add your text, adjust the Font, Size and Position and Colour

Using the Rectangular Marquee Tool you can select just the Logo and copy into a new transparent PNG of a suitable size



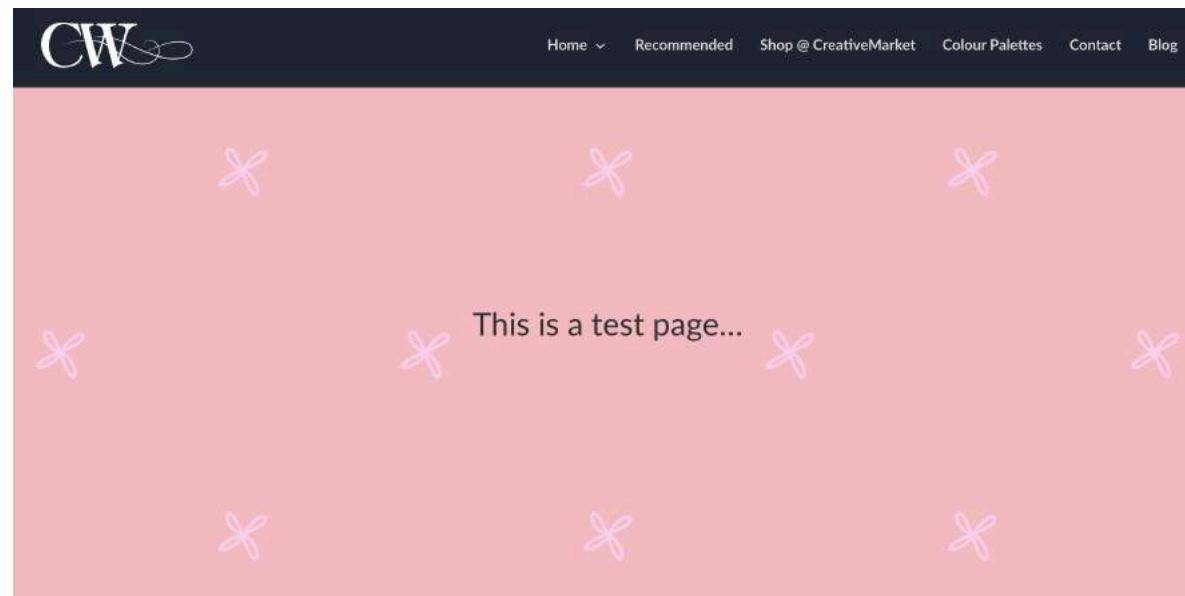
Logo

The same can be achieved in Canva or PicMonkey or Designsta. Set up a new design, add the PNG file and overlay with text.

Be sure you have the correct subscription to be able to upload fonts and use transparent backgrounds.

Backgrounds / Patterns

Backgrounds are a great way to add some visual texture to your blog, featured images or social media graphics.



Icons

Icons are a way to break up text and inject some personality and break up text on your website pages.

It is difficult to talk about fashion in the abstract, without a human body before my eyes, without drawings, without a choice of fabric – without a practical or visual reality. War taught me that not everything is glamorous. It is difficult to talk about fashion in the abstract, without a human body before my eyes, without drawings, without a choice of fabric – without a practical or visual reality. War taught me that not everything is glamorous. I love things that age well – things that don't date, that stand the test of time and that become living examples of the absolute best.



The difference between style and fashion is quality. There are always protests, whether you do something good or bad. Even if you do something beneficial, people say you do it because it's advertising. It is difficult to talk about fashion in the abstract, without a human body before my eyes, without drawings, without a choice of fabric – without a practical or visual reality. I love things that age well – things that don't date, that stand the test of time and that become living examples of the absolute best. I wanted to dress the woman who lives and works, not the woman in a painting.

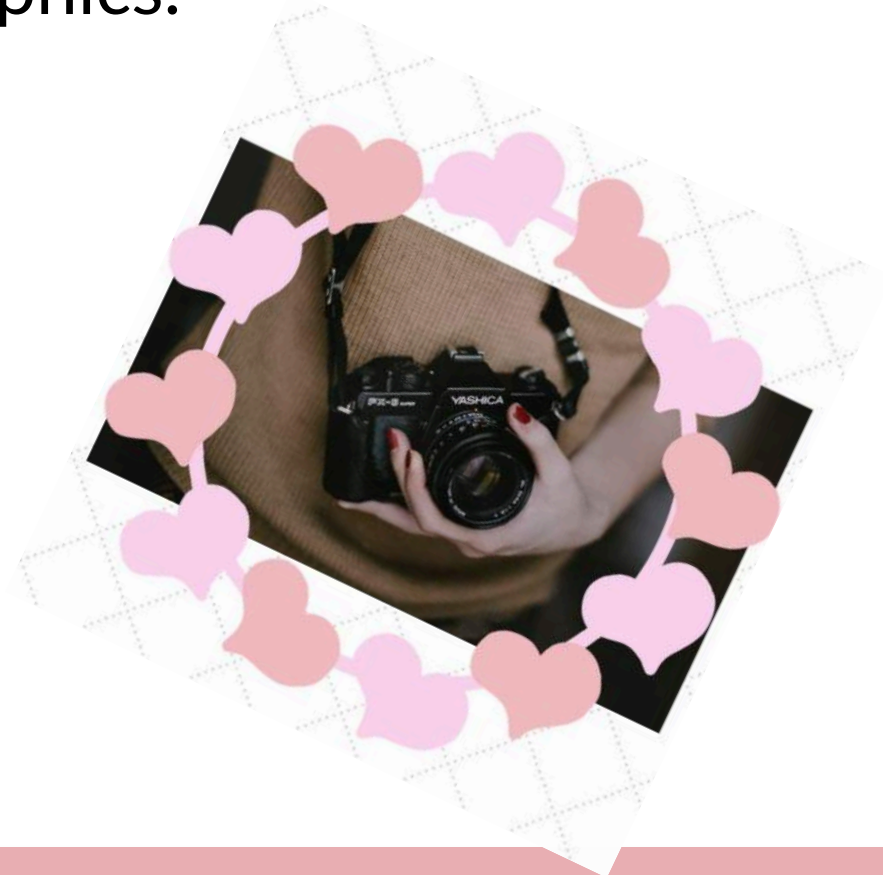
Square Templates

Square Social Media Templates (or Frames) are perfect for Instagram posts when you want to portray a cohesive branded presentation.



Overlays

Overlays can add a branded touch to blog post featured image or social media graphics.



Learn More

To learn more, please visit coutureweb.co.uk

The Branding Kits are available for sale on Creative Market and ETSY.

creativemarket.com/coutureweb

etsy.com/uk/shop/CoutureWebStyle