

# SMART-UP YOUR BRAND

How to have a better  
brand identity without  
updating your logo...

...yet.



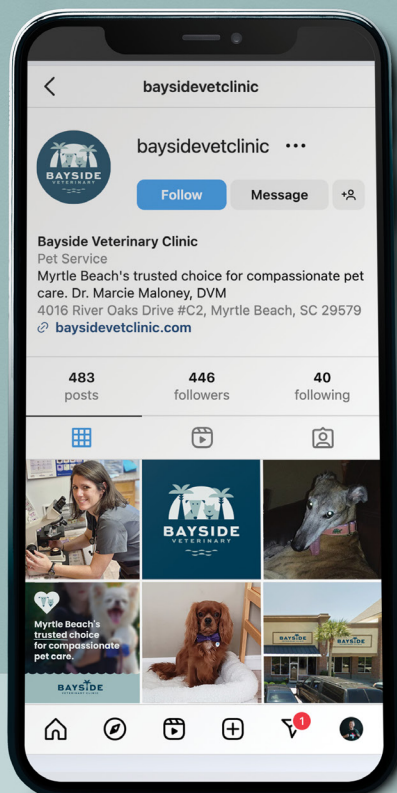
# 01. KEEP DESIGNS SIMPLE.

The easiest way make anything with your logo on it look more professional is to keep the overall design simple.

Pro tip: if you are using Canva to create your own designs, look for a series of templates with the same theme and use them consistently.

**ASK** What is the ONE thing this piece of communication needs to convey?

**ACT** Make sure that ONE thing is the primary focal point of the design.



DISCLAIMER: This mockup is actually from one of our SMART Logo brands, but applying the same principles will still improve your current branding.



## 02. CONSISTENT FONTS AND COLORS.

If your logo itself is not as memorable as you may want, you can still create memorability through consistent use of fonts and colors.

**ASK** Do the fonts and colors I'm using compliment or complicate the message?

**ACT** Pick a couple of fonts that work, and a color palette that matches your logo and use them consistently in your marketing.



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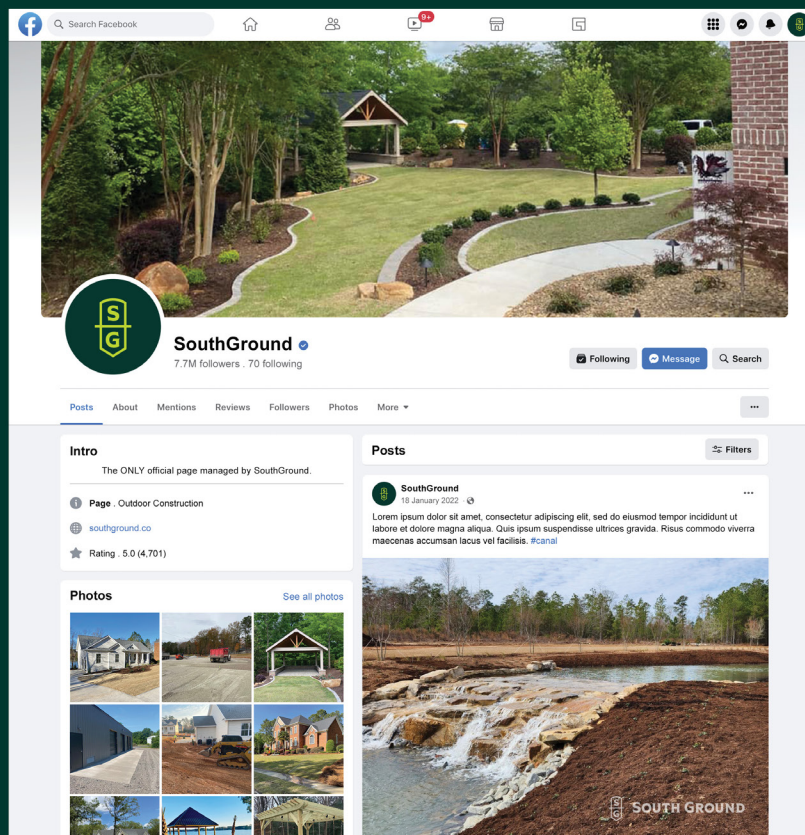
### 03. MAKE YOUR PROFILE SHINE.

On many social media platforms you have a profile image and a banner image. Don't just use the exact same image for both. Your name will already be in the title text, so it is a good place to use complimenting logos and imagery.

For example, if you do custom landscapes, put your logo as your profile image, then use the banner for a complimentary picture of a beautiful landscape.

**ASK** Am I just repeating the same version of my logo in too many places at once?

**ACT** Update your profile image to the simplest version of your logo, and change your banner image to something that compliments the brand.



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## 04. LET THE LOGO BREATHE.

Logos are naturally claustrophobic – they need some space to breathe!

Your logo should be placed on any marketing piece in such a way that a viewer can quickly find it and identify it in the design. Especially if your logo is not yet as simple and memorable as you would like, it is all the more important that it can be spotted quickly without having to play “Where’s Waldo.”

**ASK** Is anything placed too close to logo, that might make it hard to identify the brand?

**ACT** Create some space for the logo to breathe and the viewers eye to quickly identify your brand.



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## 05. USE THE CORRECT LOGO FILE.

Using the right file for the job ensures your logo displays correctly all the time across digital and print media. Here are a few pointers about typical logo file types.

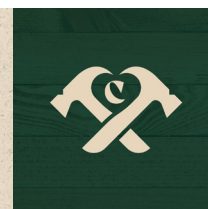
**.JPG & .PNG** files are primarily used in digital art and are fixed-size. They CANNOT be enlarged beyond the original dimensions without looking pixelated.

**.EPS & .PDF** files are vector-based (meaning they can scale to any size) for use in professional print applications.

**ASK** Are there any places where my logo looks pixelated or distorted?

**ACT** Make sure you are using the right size file for the space, OR using an appropriate vector file.

**.JPG files** always have a solid background



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Use your **.EPS files** and **.PDF files** signage, embroidery, and other professional applications.

**.PNG files** can be transparent for placing over images or other artwork





# YOUR MISSION, VISIBLE.

We specialize in helping great organizations, like yours, build successful brand identities so that you can get noticed for the great work that you are already doing.

It is our hope that this document has been a help to you, but if anything felt overwhelming, or you're ready to take the next step toward a brand update, let's connect. We're here to make your mission visible to the world.

Sincerely,

Benji Mitchell, Co-Founder / Creative Director

