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visual brand challenge

WORKBOOK

collateral

col·lat·er·al

I'll use this word a lot throughout this challenge. It's important you know what it means in the context of your visual brand. Collateral is any printed or digital materials you use to market and promote your business or organization. Collateral can include but is not limited to business cards, email marketing, social media graphics, booklets, brochures, labels and more (see page 6).

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DAY 1
COLLECT YOUR COLLATERAL

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DAY 1: COLLECT YOUR COLLATERAL

COLLATERAL CHECKLIST

Below is a list of collateral commonly used by businesses to promote their product(s) or services. It's likely you won't have every item on the list, but the checklist will help you remember the items you have created. You'll need to use one of everything in your design audit. Hang on to this list once you're done. After the challenge, you can use it to spark ideas of new types of collateral you can use in the future.

PRINT

Adhesives

- [ ] bumper stickers
- [ ] decals

Administrative & Operations

- [ ] checks
- [ ] contracts
- [ ] estimates
- [ ] forms
- [ ] invoices
- [ ] presentation folders
- [ ] proposal (cover, inside page)
- [ ] receipts
- [ ] uniforms

Advertising & Promotion

- [ ] ads
- [ ] announcements
- [ ] bookmarks
- [ ] business cards
- [ ] direct mail
- [ ] fliers
- [ ] gift certificates
- [ ] giveaways (mugs, bags, etc.)
- [ ] invitations
- [ ] magnets
- [ ] rack cards
- [ ] save-the-date cards
- [ ] seasonal cards
- [ ] thank you cards

Booklets & Brochures

- [ ] agendas
- [ ] annual reports
- [ ] calendars
- [ ] catalogs
- [ ] magazines
- [ ] menus
- [ ] portfolios
- [ ] programs
- [ ] workbooks

Product Packaging

- [ ] containers
- [ ] gift tissue
- [ ] labels and other adhesives
- [ ] shipping boxes
- [ ] tags
- [ ] wrapping paper

Signage & Exhibit

- [ ] banners
- [ ] billboards
- [ ] directional signs
- [ ] maps
- [ ] point of purchase displays
- [ ] posters
- [ ] PowerPoint presentations
- [ ] table tents
- [ ] vehicle magnets or wraps
- [ ] yard signs

These items also fit in the Digital Materials category (below) as well.

DIGITAL

Email

- [ ] email marketing
- [ ] email signatures

Video & Audio

- [ ] podcast graphics
- [ ] video screen clips
- [ ] TV commercial clips
- [ ] video graphics

Online & Social Media

- [ ] websites
- [ ] landing pages
- [ ] web ads
- [ ] widgets
- [ ] backgrounds
- [ ] post graphics

Presentation

- [ ] slide shows

IDENTITY

- [ ] logo
- [ ] icons
- [ ] taglines

DAY 2
DISPLAY YOUR COLLATERAL

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DAY 2: DISPLAY YOUR COLLATERAL

ORGANIZING YOUR DISPLAY

The diagram in Figure 1 provides some tips on how best to display your collateral so that each item is most visible and easiest to analyze and evaluate.

HOW TO DISPLAY YOUR COLLATERAL

Shrink electronic versions of large- format collateral like posters and banners or take photos and print a copy to use in your presentation. If that's not an option and you have enough space, erect or lay them out as close to your presentation as possible.

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DAY 3
ANALYZE YOUR DISPLAY

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DAY 3: ANALYZE YOUR COLLATERAL

ANALYSIS QUESTIONAIRE

Look at your presentation then answer the following questions about the colors, images, fonts and shapes you see in it.

Colors

1. **Choose the three most visible color groups you see in your presentation and label them in order from 1 to 3 in the space provided.**

____ Blacks and dark greys
____ Whites and light greys
____ Reds and pinks
____ Oranges
____ Yellows and golds
____ Greens
____ Blues
____ Purples

Fonts

2. **Visually compare the fonts on each piece of collateral in your presentation. Which kinds of fonts are used the most? Check all that apply.**

☐ Sans serif (e.g. Arial or Avenir)
☐ Serif (e.g. Times New Roman or Georgia)
☐ Script (e.g. Edwardian Script)
☐ Display fonts (thick, detailed, curvy and/or distorted fonts that are often used at a larger point size, e.g. blowbrush or Arial Black)

3. **List all the names of all of the fonts you see. Don't worry if you don't know them all. Just write the ones you are familiar with.**

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DAY 3: ANALYZE YOUR COLLATERAL

ANALYSIS QUESTIONAIRE CONT'D

Images

4. **To the best of your ability, how would you describe the characteristics and styling of the photos or images you see in your presentation? Check all that apply.**
   - ☐ Black and white
   - ☐ Full color, well lit with few or no shadows
   - ☐ Dramatic with hard shadows
   - ☐ Too light or dark (not professional-looking quality)
   - ☐ Custom illustrations
   - ☐ Detailed vector illustrations (define)
   - ☐ Clip art

5. **Do the photographs in your collateral in your presentation seem to have been photographed using a similar technique and the same lighting?**
   - ☐ Yes
   - ☐ No

Shapes

6. **Which shapes are the most visible in your presentation?**
   - ☐ Rounded (circles and ovals)
   - ☐ Polygons (triangles, diamonds, octogons)
   - ☐ Square or rectangular
   - ☐ Curved and angular combination

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DAY 4
EVALUATE YOUR FINDINGS

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DAY 4: EVALUATE YOUR FINDINGS

WHERE DOES YOUR VISUAL BRAND STAND?

Look at your presentation then answer the following questions online to get immediate feedback.

1. **How many colors do you see in your presentation?**
   - ☐ Eight or more. I see a lot.
   - ☐ One or two. Black text on white paper.
   - ☐ Four or five that work well together.

2. **Is there one specific color that stands out?**
   - ☐ Yes. There is one particular color that stands out and a few other complementary colors.
   - ☐ Yes. It stands out. But there aren't many other colors.
   - ☐ No. There are several colors that seem to compete visually.

3. **If your presentation was a room in your home, how would you describe the de**cor?
   - ☐ An eclectic haven. No two pieces are the same color.
   - ☐ An interesting room with a unique family of colors that seem to work well together.
   - ☐ I usually don't use images on my collateral. But when I do it's often clip art.

4. **How many different fonts do you see in your presentation?**
   - ☐ One. I only use common fonts like Times New Roman or Arial.
   - ☐ About three: a display font, a heading font and another one for the body text.
   - ☐ A bunch. I tend to use a different font on each new piece of collateral.

5. **How do the fonts you see in your presentation compare to each other size-wise?**
   - ☐ All the same size (12 points) with bolded headings.
   - ☐ Three or four different sizes. A smaller font for the body, a much larger font for display headings and a couple of sizes for regular headings and nested headings.
   - ☐ Lots of different sizes. There's not much structure, really.

6. **How would you describe the variations in the photos used in your collateral?**
   - ☐ Very similar. I hired a photographer.
   - ☐ They vary somewhat. I use stock photography that doesn't always come from the same family of photos.
   - ☐ I usually don't use images on my collateral. But when I do it's often clip art.

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DAY 4: EVALUATE YOUR FINDINGS CONT'D

WHERE DOES YOUR VISUAL BRAND STAND? CONT'D

7. **How did you come up with your existing collateral and visual brand?**
   - ☐ I analyzed my business persona and vision and came up with visual elements that exemplify them.
   - ☐ I chose a few of my favorite elements (shapes, colors and fonts) to represent my business.
   - ☐ I haven't come up with a visual brand yet.

8. **How important is perfecting your visual brand to you?**
   - ☐ It's essential. It's worth the financial investment to hire professionals to do it all for me.
   - ☐ It matters, but I'd prefer to invest money in a course that will empower me to do it myself.
   - ☐ It's not important to me. As long as I am getting my message across, I don't care how it looks.

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What's next?

The 4-Day Visual Brand Challenge is a mini-course developed to give you foundatitonal awareness of your visual brand.

Bulb Graphics can help you refine your visual brand. Visit bulbgraphics.com to learn more about what we offer, request a quote, and to read articles on ways to strengthen your visual brand.