Marketing Tool Kit

Month 2020

300 x 150 px
Your Logo Here

300 x 150 px
Your Logo Here

Welcome

This document is designed for [Company Name]'s partner and sponsor ecosystem. When communicating together, in various partnership environments, we want to safeguard our brand and assist you in:

- Featuring and referencing the [Company Name] brand effectively and correctly
- Providing access to the correct [Company Name] brand assets

All partner led creatives must be preapproved by the [Company Name] brand team.

1. **Logo Usage**
   - Logo
   - Partnership Lockup
   - Usage Guidelines

2. **Color**
   - Primary brand colors
   - Secondary colors

3. **Messaging**
   - Press releases
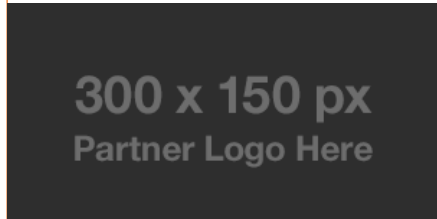   - Typography

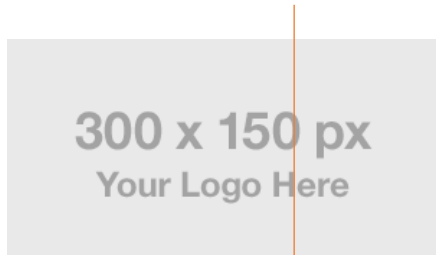4. **Assets**
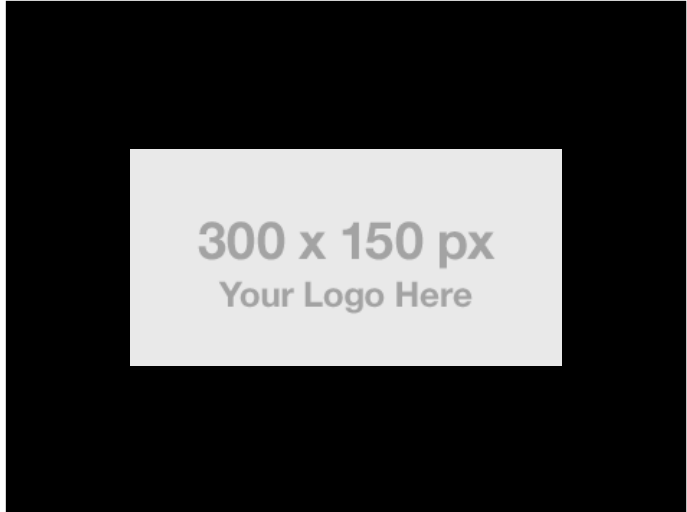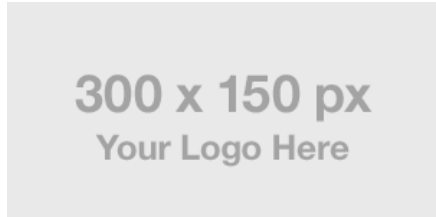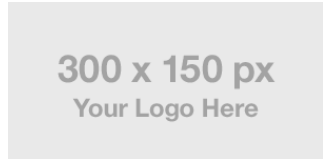   - Download Brand Assets

Logo Usage

Logo

The logo should be white on darker backgrounds and black on lighter backgrounds.

Partnership Lockup

Aligning partnership logo should follow space rule of 30% of [Company Name] logo.

300 x 150 px
Your Logo Here

300 x 150 px
Your Logo Here

300 x 150 px
Your Logo Here

300 x 150 px
Your Logo Here

300 x 150 px
Partner Logo Here

30% **30%**

300 x 150 px
Your Logo Here

Logo Usage

Usage Guidelines

You want to promote your content, and we want to help. You're welcome to use the [Company Name] name and Logo long as you adhere to the Logo usage guidelines.

Do

- **Get every use of any [Company Name] brand element approved by [Company Name]**

- **Follow all guidelines for the [Company Name] brand**

- **Avoid repetitive use of the [Company Name] logo in design materials**

- **Ensure logos in use are up to date**

- **Use the standard Logo to promote your content when linking or driving traffic to your content**

Don't

- **Use logos or brand elements to drive to sites outside of [Company Name] unless approved by [Company Name]**

- **Modify logos or other brand elements in any way, including but not limited to altering proportions, positions, stretching, condensing, changing color or typefaces, flipping or rotating, or adding effects**

- **Place the full-color logo on red (due to lack of visibility)**

- **Partially cover the logo**

- **Place an image within the logo**

300 x 150 px
Your Logo Here
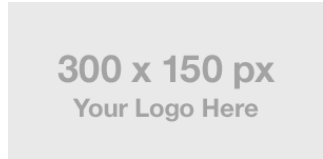
Color

Primary Brand Colors

Our primary brand colors are used to provide accessibility, simplicity, and consistency throughout all brand communications.

Secondary Brand Colors

Secondary brand colors should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.

Black

RGB: 0 0 0
CMYK: 70 35 40 100
HEX: 000000
PMS: Black 6 C

Black

RGB: 0 0 0
CMYK: 70 35 40 100
HEX: 000000
PMS: Black 6 C

Black

RGB: 0 0 0
CMYK: 70 35 40 100
HEX: 000000
PMS: Black 6 C

Black

RGB: 0 0 000
HEX: 000000
CMYK: 70 35 40 100
PMS: Black 6 C

Black

RGB: 0 0 000
HEX: 000000
CMYK: 70 35 40 100
PMS: Black 6 C

Black

RGB: 0 0 000
HEX: 000000
CMYK: 70 35 40 100
PMS: Black 6 C

Black

RGB: 0 0 000
HEX: 000000
CMYK: 70 35 40 100
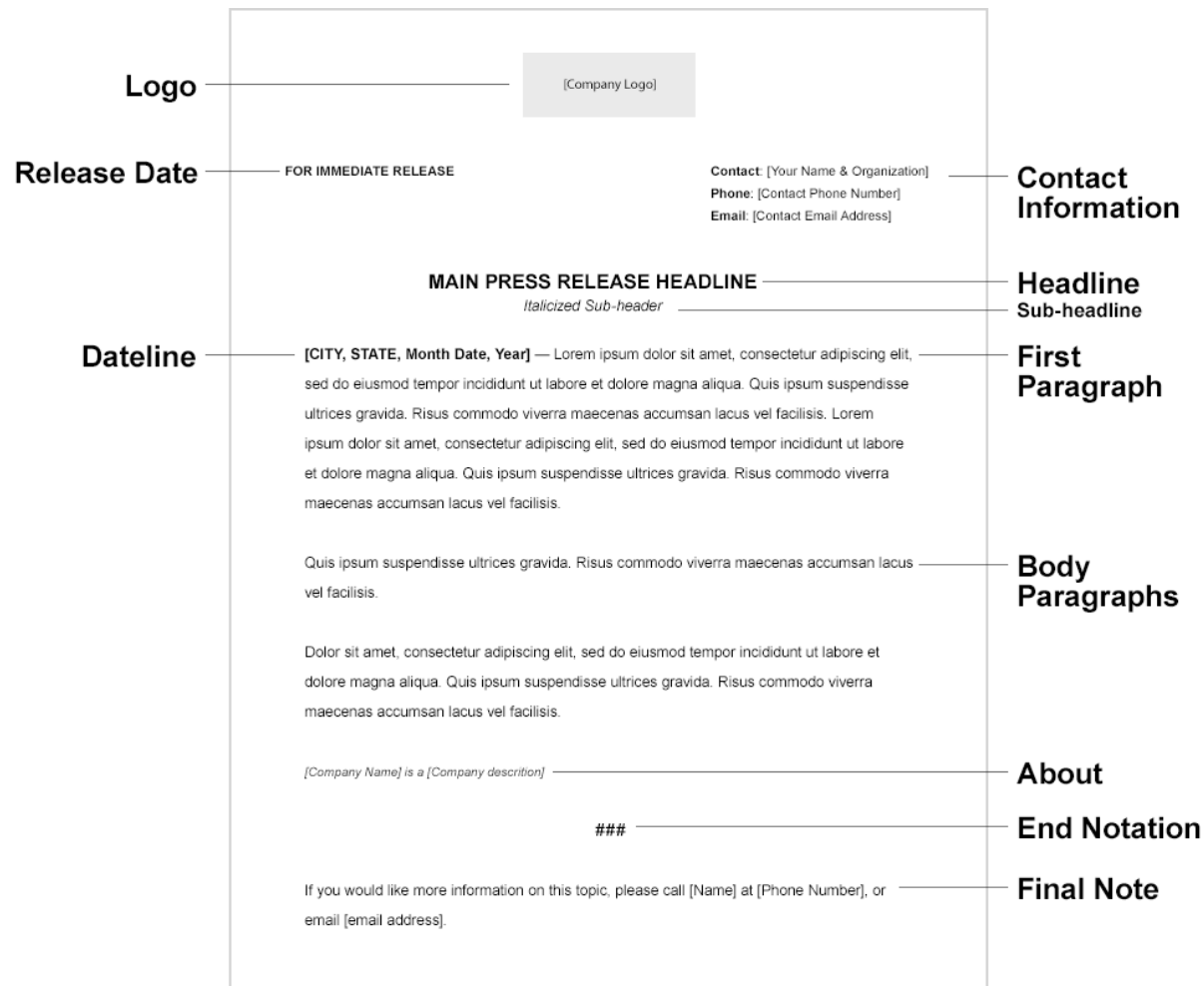PMS: Black 6 C

300 x 150 px
Your Logo Here

Messaging

Press Releases

Write press releases in the AP Style. An AP Style press release, or Associated Press-style press release, is a statement for the press that is correctly styled within AP guidelines. It is utilized by businesses that want to announce an event, release, or hire. It helps to increase a business' exposure by generating possible media coverage and consumer awareness of their business.

When writing an AP Style press release, it is recommended that you follow the accepted press release format structure. Media outlets, journalists, and search engines will all expect to see this specific format so they can find important information quickly.

For any press release, please consult with your Securities Law Counsel for any public dissemination of information about your company.

Logo — [Company Logo]

Release Date — FOR IMMEDIATE RELEASE

Contact: [Your Name & Organization]
Phone: [Contact Phone Number]
Email: [Contact Email Address] — Contact Information

MAIN PRESS RELEASE HEADLINE — Headline
Italicized Sub-header — Sub-headline

Dateline — **[CITY, STATE, Month Date, Year]** — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. — First Paragraph

Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. — Body Paragraphs

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

[Company Name] is a [Company descrition] — About

— End Notation

If you would like more information on this topic, please call [Name] at [Phone Number], or email [email address]. — Final Note
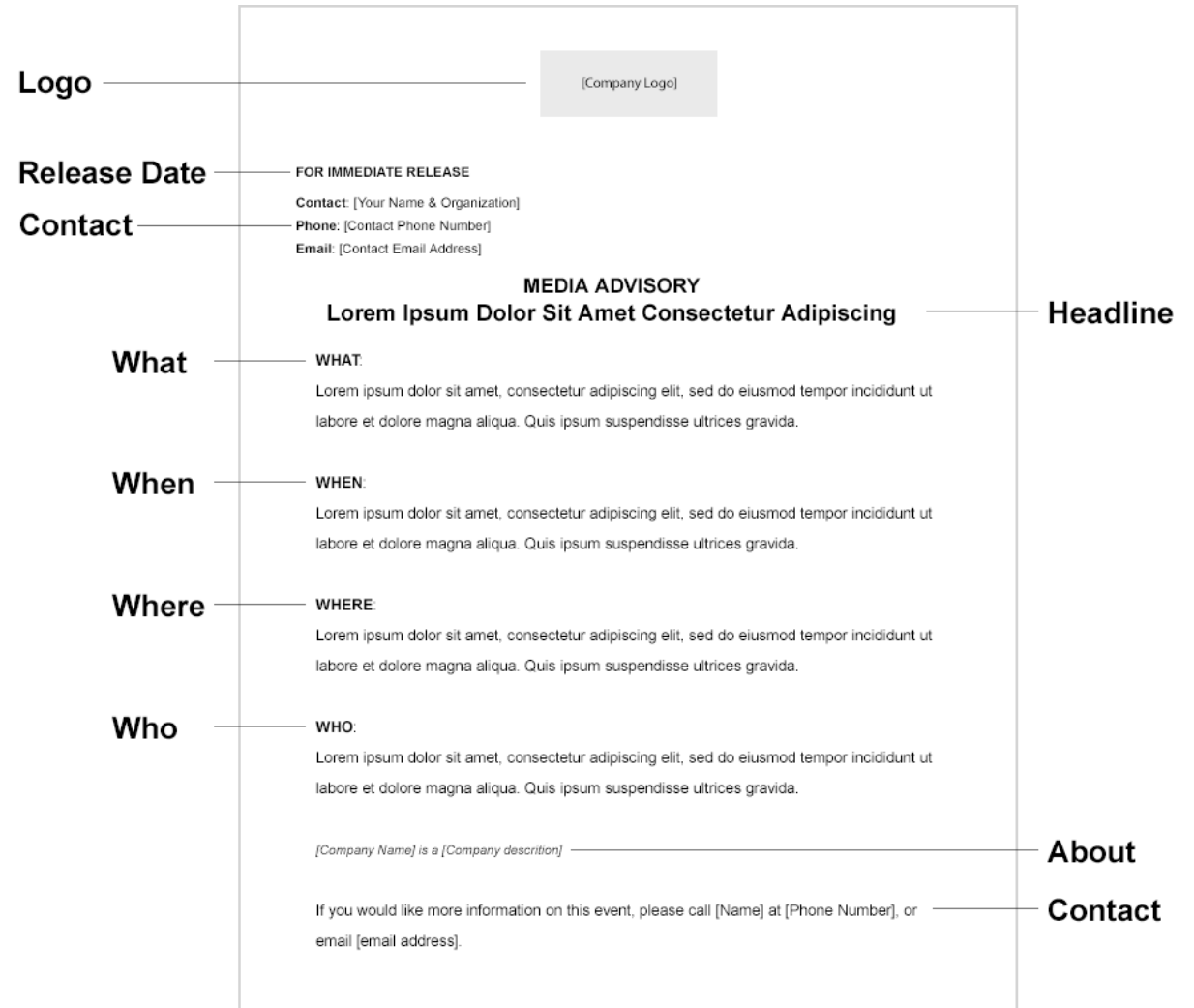
300 x 150 px
Your Logo Here
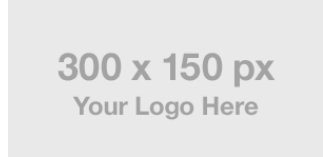
Messaging

Media Advisory

A media advisory is created when you want to get the media to attend and write about your event. To help you out, we've created a media advisory template to guide you through each section of writing your media advisory, which includes the headline, body, event details and contact information.

The key difference between a media advisory and a press release is the purpose for sending it. A media advisory is addressed specifically to the media and is a one-page, information-only invitation to get media attendance at an event. A press release should be approached more like an article, which includes quotes and facts, with the goal of generating general interest in the news you are announcing, possibly getting picked up by both small and large media outlets.

Logo — [Company Logo]

Release Date — FOR IMMEDIATE RELEASE

Contact — Contact: [Your Name & Organization]
Phone: [Contact Phone Number]
Email: [Contact Email Address]

MEDIA ADVISORY
Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing — **Headline**

What — WHAT:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

When — WHEN:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

Where — WHERE:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

Who — WHO:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

[Company Name] is a [Company description] — **About**

If you would like more information on this event, please call [Name] at [Phone Number], or email [email address]. — **Contact**

7

Messaging

Typography

[Primary Font Name]

[Primary Font Name] is a key element in our brand. It works to maintain consistency, create clarity, and provide equity to the brand.

[Secondary Font Name]

[Secondary Font Name] is used for headlines and sub headlines and [Primary Font Name] is used for body copy.

[Primary Font Name]

Regular

Bold

Black

[Secondary Font Name]

Regular

Bold

Black

Assets

300 x 150 px
Your Logo Here

Logos

- Link to download asset
- Link to download asset
- Link to download asset

Asset 2

- Link to download asset
- Link to download asset
- Link to download asset

Asset 3

- Link to download asset
- Link to download asset
- Link to download asset

Asset 4

- Link to download asset
- Link to download asset
- Link to download asset

Asset 5

- Link to download asset
- Link to download asset
- Link to download asset

Asset 6

- Link to download asset
- Link to download asset
- Link to download asset

Thank You.

Questions? Contact [email address]