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Branding Stylesheet and Web Design Checklist

Prepared for your reference courtesy of 3rdJC

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Branding Stylesheet Checklist

Prepared for your reference courtesy of 3rdJC

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One of the most important references both for you as a business professional and your creative designer is a brand style sheet that will outline many of the most requested items to maintain consistency across your imagery marketing. This document is compiled for your reference based on many of the items that I immediately request from clients when working on electronic media and print marketing. If you would like to discuss this data or any further information for your marketing needs, please reach out to us for a complimentary consult.

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- Your Official Business name: _____

- **Any Additional nicknames or a shortened version of your business:**

_____   _____
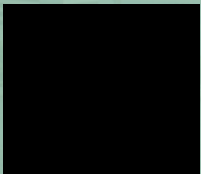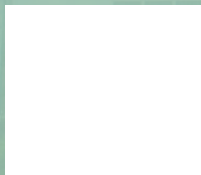
- **Color scheme two main colors and one accent**
Try to compile the CMYK, RGB, & hexadecimal colors
versions of your colors
(a great resource for matching your colors is
https://color.adobe.com/)

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- Copies of your Logo: _____

Ideally, you should have a copy of your logo that is in
- an editable format (vector based, photoshop etc),
- a .jpg,
- a .png (with transparent background)
- and pdf. File
- Your resolution should be no less than 300DPI (dots per inch)

If you have your logo design designed by a freelancer like Fiverr or Upworks, and those files are extra... **pay for the extras**. don't save money on the front end and have to pay more later to have a new designer recreate your design, because you can't contact the designer that created it (it happens more than you realize)

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- Type Font Type Name: _____

- Appropriate font size if any: _____

despite what non-designers would like to believe, the font type that is creating your logo is not immediately accessible to every designer. Different computers have different type fonts and even the ones that you find on a Microsoft Word document aren't available across every designer's computer system.

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That being said if you don't have the type font file to submit to the designer, you should at least specifically know what it is so that your designer can access it. **(Just know that some designers tend to charge you extra, the more things they must do regarding your Branding.)**

Bonus Nugget:
If you are don't have a copy of the font your logo's text is in, see if you can have the designer **save the font as curves** (which just means that the type of style is changed into an object that doesn't require the type style be on the computer for the person making changes to the file.

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Website Design Nuggets

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One of the things that many people who envision their own website do not do is preliminary brainstorming, which ultimately makes the process long and drawn out and sometimes a little less exciting than it should be

As an addon, we have provided this brief website CHEAT SHEET section, so you can start to brainstorm your ideas on what direction you want to go in before you start on the website process.

whether you work with us or not, you should have the proper tools to build your online presence

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What is your site about and meant to do for your business and clients?

Potential Domain name for your site: www.
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Colors two main, one to two accent colors hexadecimal numbers (refer to Brand Data on Pg 3)

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The main features needed for the website
(what do you want your clients, customers, champions, and visitors to get when they arrive)

_____   _____

_____   _____

_____   _____

Three to five words or phrases to describe your service or product

_____   _____

_____   _____

_____

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Basic start framework for site outline

(You might not need that much more than 5-6 pages to start, but here are a few extra to allow you to think out what should be there as well as the basic navigation from page to page. for your users

Home Page

About

Team

Services

Contact
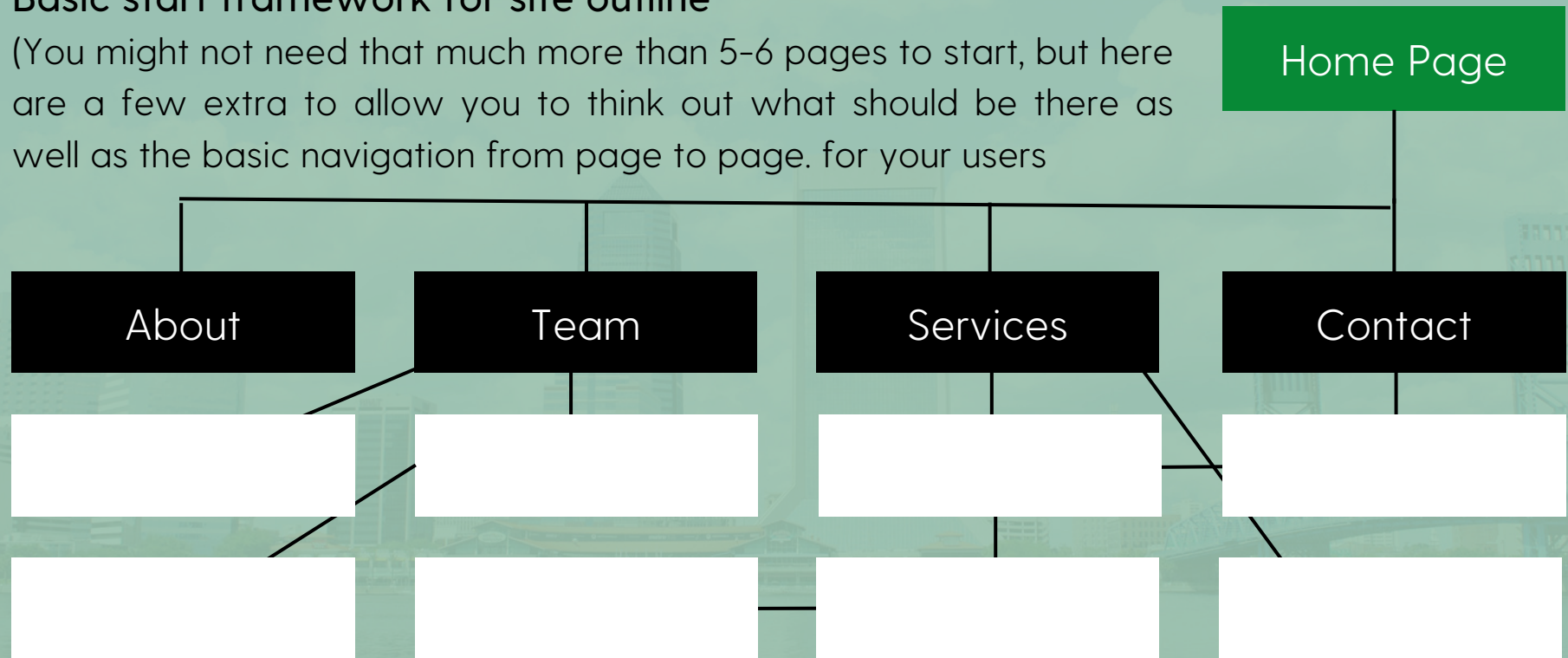
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- Related brand related hashtags, slogans or catch phrase

_____   _____

_____   _____

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social media usernames for reference
wherever possible, start ONLY the platforms you will use regularly and add on as needed.

utilize this same username across all your social media to remain consistent for your audience and easy to find, I.E @3rdjcenterprises

Facebook: _____ **Instagram:** _____

Twitter: _____ YouTube: _____

Pinterest: _____ Ticktoc: _____

LinkedIn: _____Other: _____

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About JCII & 3rd JC

3rd JC started in 1997 as DESIGNEFXJC3 placing its creative, compelling, and consistent fingerprint on business and nonprofit organizational entities in Branding, Print based graphic design, web/social Media design solutions, and training solutions, and has branched into the government contracting space as a certified minority vendor. 3rd JC is a Full-Service Minority-Owned Multimedia Design agency headquartered in Jacksonville, Florida.

A commitment to servant leadership to the creative identities under its care, and a tireless desire to envision your company's brand communication differently and more effectively is 3rd JC's "secret sauce"

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Scan the QR Code with your
Mobile Device for our Site and Media

Request A Consultation

Email: info@3rdjcenterprises.com
Phone: 904.233.9215

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