BRAND SYSTEMS

# Brand Kits

Complete brand systems for flagship creators. Logos, thumbnail bases, motion kits, and brand voice guidelines.

dablock.com/playbooks

## What Is a Brand Kit?

A brand kit is your visual and verbal identity system. It ensures every piece of content is unmistakably yours. Recognition is earned through consistency and consistency requires a documented system.

- Primary and secondary logo files in PNG, SVG, and source formats
- Lockup combinations for horizontal, square, and vertical aspect ratios
- Color palette with hex, RGB, and CMYK values for light and dark backgrounds
- Typography guidelines with heading, body, and caption specifications
- Thumbnail base templates with safe zones and composition rules
- Intro and outro motion kits with consistent branding and timing specs

## Logo Kit variations

- Full-color primary logo for standard use on light/medium backgrounds
- Reversed white logo for dark and photo backgrounds
- Horizontal lockup with tagline for banners and video intros
- Icon-only mark simplified for avatars, watermarks, and small spaces
- Monochrome variant for print and merchandise applications
- Stacked version with logo above tagline for square/vertical formats

# Color Palette Guide

- Primary palette of 1-3 colors from your logo as visual anchors
- Secondary palette of 2-3 accent colors for CTAs and variety
- Neutral palette of whites, grays, and blacks for backgrounds and text
- Digital values documented as hex codes for every variant
- Print values with CMYK equivalents for merchandise and materials
- Background variants showing palette shifts on light vs dark surfaces

# Typography: Font Hierarchy and Pairing

- Headline font for video titles and section headings (bold, distinctive)
- Body font for descriptions and captions (readable at small sizes)
- Monospace font optionally for code, data, or technical content
- Font weights specified per hierarchy level from H1 to caption
- Sizing scale with exact values for each level in the hierarchy
- Fallback stack of system fonts when web fonts are unavailable

## Thumbnail Template System

- Talking head template with subject on one side and headline opposite
- Split screen template for comparisons and before/after layouts
- Full graphic template for listicles and text-heavy explainers
- Reaction template with subject plus media in consistent framing
- Safe zones with defined margins where critical elements must stay
- Logo placement consistent across all thumbnail variants

# Intro and Outro Motion Kits

- Intro animation of 3-5 seconds with logo reveal and brand motion
- Outro animation of 5-8 seconds with logo, CTA, and end screen
- Source files in After Effects, Premiere, or Final Cut format
- Delivery in MP4 with alpha, MOV ProRes, and compressed H.264
- Sound design with audio sting that becomes part of brand identity
- Timing specs with exact duration and loop behavior documented

# Brand Voice Guidelines

- Personality traits with 3-5 adjectives defining brand character
- Tone spectrum showing voice shifts across platforms
- Vocabulary with preferred terms, forbidden terms, and language choices
- Punctuation rules for exclamation marks, fragments, and style choices
- Emoji usage guidelines per brand character
- Example rewrites showing bad vs good voice application

# Consistency Checklist

- Correct logo variant used for the platform aspect ratio
- Colors match the approved palette with no off-hex values
- Typography follows the documented font hierarchy
- Thumbnails use the established template with proper safe zones
- Intro and outro animations use the latest brand kit version
- Brand voice guidelines followed across tone, vocabulary, and punctuation

# Resources & Links

Full playbook with updates: dablock.com/playbooks/brand-kits

DaBlock Academy: skool.com/dablock-creators-8717

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