CREATIVE CO

Creative Asset Preparation Guide

Learn what logo files, photographs, copy, and design references to provide before a creative project begins — so your project starts strong.

Logo Files

Strong artwork in means strong artwork out. Send the original files whenever you have them.

- Provide vector files if you have them: AI, EPS, or SVG
- Include a high-resolution PNG with a transparent background
- Send every variation you use: horizontal, stacked, icon-only, black, and white
- If you only have a low-resolution copy, send the best version you have — it can often be redrawn
- Skip logos embedded in Word documents, PDFs, or screenshots when the original file exists

Brand Colors & Fonts

Exact values keep your project on-brand. Descriptions like "dark blue" invite guesses.

- List exact color values (HEX, RGB, or CMYK) for your brand palette
- Name every font your brand uses, in every weight
- Include font files or license details if text will be typeset with them
- Share your brand guidelines document, if one exists

Photography

Real photos beat stock every time. Gather the originals before the project begins.

- Send original, uncropped photos at the highest resolution available
- Include headshots, team photos, product shots, and location photos
- Phone photos work well when they are bright, sharp, and unedited
- Get written permission before sharing photos of customers or employees
- Never pull images from search engines — they are almost always licensed and off-limits

Copy & Written Content

Words shape the design. Final copy up front prevents rework later.

- Provide your business description, services list, and taglines
- Include your About story, staff bios, and testimonials (with permission)
- Proofread everything before submitting — copy is easiest to change before design starts
- Flag any text that must appear exactly as written, such as legal lines and disclaimers

Design References

Showing what you like is the fastest way to get what you want.

- Share designs you like — and ones you dislike — and briefly say why
- Point out competitor materials you admire or want to avoid
- Include past designs that should be kept, updated, or retired
- Note deadlines, event dates, and must-have details up front

Quick Self-Check

Before you send your assets, confirm:

- Vector logo plus a PNG with a transparent background
- Color codes and font names written down
- Photos are original and high-resolution
- Copy is proofread and final
- References and deadlines are collected

Have your assets ready? Let's put them to work.

From logos and branding to websites and marketing, Creative Co turns prepared assets into professional results. Visit creativecohub.com or call 601-709-4666 to get started.