

Get a grip on your graphic assets

Season 2: Episode 2

Start your week right
with your own

GeekSpeak Guides

geekspeakinguides.com Mondays 10am PDT



Graphics, including your logo and branded illustrations, icons and more.

Who created your logo? _____

Have! Need!

Do you have a LAYERED version of it?

You should have an EPS or layered PDF of the file that you can pass along to someone else to edit or create more branding items from that file..

Ideally and EPS or Adobe Illustrator (AI) file. With those formats, you can do ANYTHING or have your next graphics person do anything for you. This includes making BUS wrappers and billboards.

What is a style guide?

Have! Need!

Do you have a style guide?

Style guides - a must from any reputable designer to tie to your company mission/culture and marketing plan.

Stock photos and staff photos, product photos and more.

Who took the photos? _____

Have! Need!

Do you have the high res version of each photo?

If it is a stock photo, do you or your company have the USAGE license for that image?

Do you know if you are able to use it in multiple venues, or is it limited by usage and length of time?

If you had a photographer take photos of your team, your offices, products, who owns the rights to those images? You paid for them, you need to verify that photographer's contract that you have the rights to do anything you want with the high res images. Some retain right to make money on the reprints. NOTHING VERBAL.

Have! Need!

You need all of this in writing. EMAIL will work, too. Download or print that email to PDF for your records to put into your resource folder.

Have! Need!

Model releases – are there people in your photos? Were they, or are they employees?

They need to sign model releases if you use their images to promote your business. Cover yourself if they quit, are fired, die. Run it by your legal advisor if you need to cover more situations. **Here is a list of model release apps:** [IOS](#) | [GooglePlay](#) | download from [SLRLounge](#)

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Part 2

What do you need to do to set your mind at ease.

- When you consider hiring a graphic designer or photographer, ask them who retains the ownership of what they create for you that you PAID them to do.
- Be clear about delivery and price of samples and how many tweaks can be done before more charges are added.
- Your graphics designer: Ask them if they will provide a style guide. This will allow any branch of your marketing team, third party company to keep continuity with your branding.
- Create a shared folder on Drive or Dropbox that you can have these resources available to your other marketing team members. Periodically review who has rights to this folder, just in case something has changed and you want to lock someone out.
- Label them CLEARLY with additional folders - PRINT GRAPHICS, WEB GRAPHICS, STOCK PHOTOS, TEAM PHOTOS, etc. to save time hunting.
- Keep a copy of all model releases, contracts, stock licenses in one folder to make it easy to track down.
- If you have resources specific to a project, package all related items in that folder such as:
 - VRM2015 > Photos , > documentation, > presentations, event photos (includes model releases)
 - BE AWARE: Even those candid shots can cost you down the road if people are recognizable and you are using their image to promote your company or brand. – Especially if they are not show in a favorable light, or you have a falling out with them.
 - ***All of these procedures should be included in a policies manual under Marketing and acknowledged by your marketing team with their initials as understanding and accepting. This is mainly to make sure everyone is clear and that they understand not following these event procedures could cost the company a lot of money.***

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