The best brand kit examples with simple tips to inspire and create

Category: Branding
written by Stewart Hodgson | 7 March 2024
Here at Fabrik, we love exploring (and even creating) amazing brand kit examples. After all, a great brand kit is a valuable asset for any business. It helps to ensure you can showcase a consistent brand identity, sticking to the same logo design, brand colors, and more.

Brand kits (often built into a creative platform, like Canva), give your team a series of reusable assets or "brand elements" they can use whenever they're designing new marketing materials for your company. The more you use the same assets, the more familiar your brand becomes.

Need a little inspiration? We've gathered some of the best examples of stunning brand kits from across the web, to show you just how valuable these assets can be.

What is a brand kit?

A "brand kit" is a collection of design choices and assets that contribute to your brand's visual identity. They're a little like a brand style guide, as they help to give your team and any designers all the resources, they need to ensure brand consistency.

The main difference between a brand kit and style guide is that style guides are usually printed documents shared with various members of your design team. Alternatively, brand kits are usually a "feature" included in design platforms.

Brand kits include most of the key elements of your brand

image, such as your logo, color palette, and even typography or imagery guidelines. However, they're a little less comprehensive than a style guide. A great style guide can be a huge ever-evolving document.

Sometimes, it includes insights into the types of visual content you're going to use on different marketing channels, or examples of elements you want to avoid (such as assets from competing brands). Of course, just because brand kits are simpler doesn't make them less important.

Companies use brand kits for more than just supporting internal design teams. They're also a great resource for press and media partners, and a fantastic way to give customers and team members an insight into your brand identity.

As you'll see from the amazing brand media kit examples below, brand kits can be an incredible and sometimes essential resource.

How to create a brand kit: Brand kit checklist

The easiest way to start creating a brand kit of your own is with a design platform. Companies like Canva, HubSpot, and Miro have some great templates you can use, as well as tools to help you identify brand colors and other assets.

Another option is to work with a professional design team. A company specializing in brand development and strategy can help you define the components your brand kit should include, and ensure your document includes all of the right information.

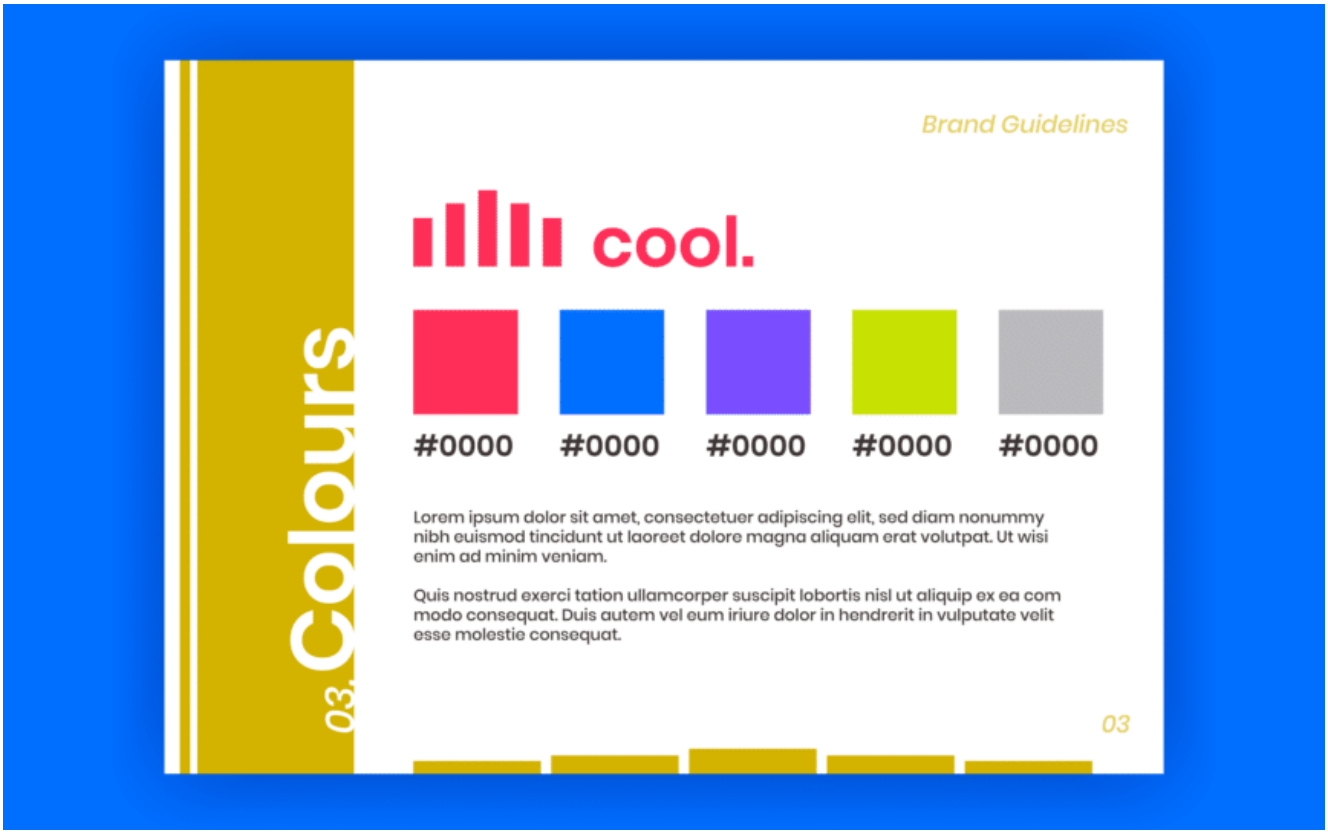
Typically, there are a few things a brand kit template should include:



Your logo

Probably the most obvious asset to include in a brand kit, your logo is your opportunity to tell your brand's story and highlight your values with a simple image. It's a visual reminder of what your company stands for, and it's often the first thing your customers will notice about your brand.

A brand kit will usually include various configurations and sizes of logo for different types of media and marketing campaigns. You might even include favicons and black and white variations.



Your color palette

Your color palette is another critical element of your brand's image. Colors don't just make your brand "stand out" from the competition. Every shade has an emotional or psychological impact on the people who see it. Think of how colors like blue inspire feelings of tranquility.

Your brand kit should feature all the colors you use in your logo and other design assets, complete with hex codes you can easily use with your design tools.



Typography (and other assets)

Alongside your color palette and logo, it's also worth including any other "essential assets" in your brand kit, that might be valuable to you and your design team. For instance, you might have a signature font that you use in your logo or marketing materials.

Alternatively, you might use a combination of fonts for your blog posts and email marketing strategy. All of these should be included in your brand kit. You might even decide to include a few other resources, like images or shapes you regularly use in marketing.

Quick tips for creating a brand kit

As mentioned above, if you're having trouble creating your own brand kit, you can always reach out to a professional design team for some extra support. Plus, it's worth noting that many of the brand kit platforms out there offer simple tutorials to walk you through the design process.

If you’re still uncertain, here are some of our top tips:

Define your brand identity first

Before diving into the creation of visual assets, make sure you understand your brand’s vision, mission, values, and target audience. This will help you to make the right design choices for your brand.

Include clear guidelines

Don’t just share examples of the brand fonts and colors you’re going to use, make sure it’s easy to understand how to use those assets. Include do’s and don’ts to guide your creative teams.

Use free resources to help you

There are plenty of free resources out there to help you create a well-designed brand kit. You can find templates on sites like Canva, as well as free color palette generators to help you select shades.

Share your brand kit

Make sure your brand kit is visible to not just your internal team members, but external partners, press or media companies, and content creators too. This will help other organizations and companies to promote your brand.

Regularly update

As your brand evolves, go back to your brand kit and make changes whenever necessary. While consistency is important to a recognizable brand identity, there’s nothing wrong with making the occasional change to your brand.

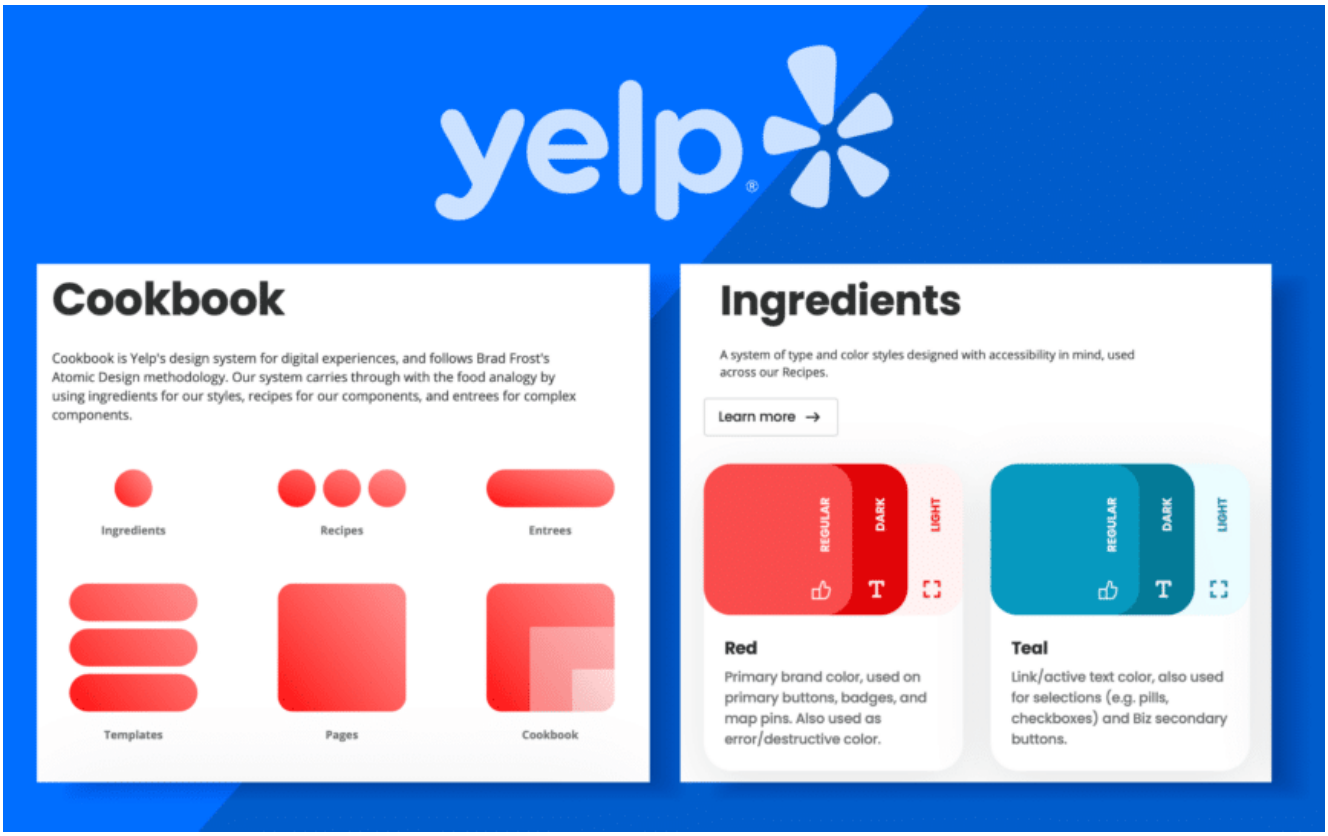
9 amazing brand kit examples to

inspire you

Now you know what a brand kit is, and what kind of assets you should include in your own, let’s get to the fun part: the best brand kit examples! As branding experts ourselves we’ve had plenty of opportunities to create branding kit assets ourselves.

However, for the purpose of this guide, we’re looking at some of the more famous examples of brand kits from around the web.

Let’s dive in.



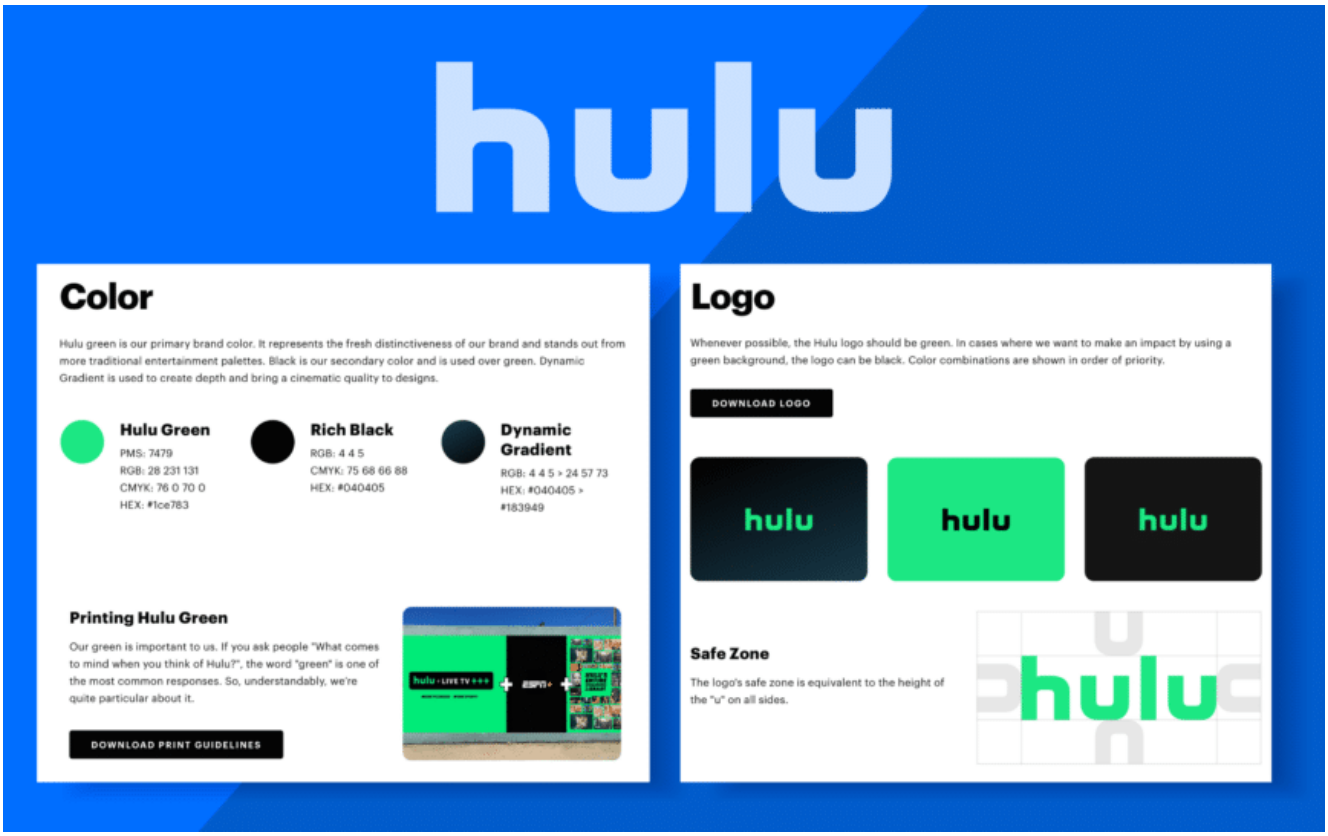
1. Yelp’s Cookbook

Yelp’s brand kit is an excellent example of how you can have a little fun with your brand kit, and show off your unique brand personality. The company refers to its “brand kit” as its “Cookbook”, and breaks sections down into ingredients, recipes, entrees and more.

The clever design of the brand kit makes sense since Yelp started life as a platform where people could rate and review recipes. Within this brand identity kit, you'll see all of the brand assets that make Yelp stand out, from their brand logo to their color palette and fonts.

Yelp also has a separate branding resource page which includes a few more in-depth guidelines, as well as a download button for their logo, and specific information for press and partners.

There's even a page dedicated to showing how reviews are displayed on Yelp's website, to help other companies understand how the platform works.



2. Hulu's Big Green Guide

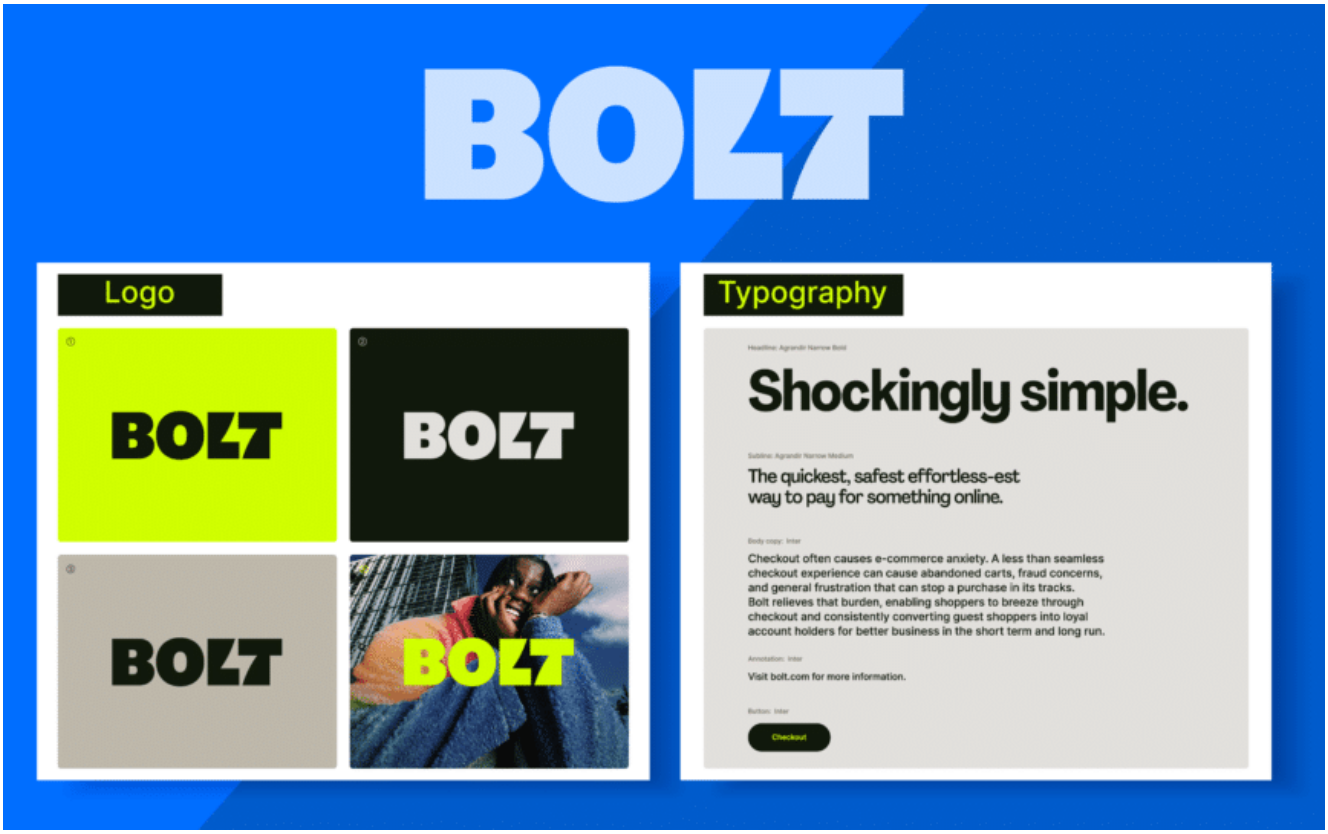
There's a lot to love about Hulu's "Big Green Guide" kit. Though the guide is more like a set of brand guidelines than a brand kit, it still includes all of the resources needed for marketing and design teams.

Everything about the guide highlights Hulu’s amazing personality, showing its commitment to being fun, bold, friendly, and original. There are insights into logo variations (and how to use them), specific colors used by the Hulu brand, and typography options.

The great thing about Hulu’s brand kit is that it’s not just a resource for the company’s design team – it’s a marketing asset in itself. It gives any customers or partners interested in learning more about Hulu a comprehensive insight into what Hulu is like as a brand.

There are also some more in-depth sections in the guide, that walk potential team members through things like how to speak in the company’s tone of voice, and how to use illustrations to improve brand recognition. You can take a similar approach with your own brand kit.

Building on your kit with more resources and insights ensures any freelancers or contractors you work with can get an instant insight into your company, and how to share your brand with the world.



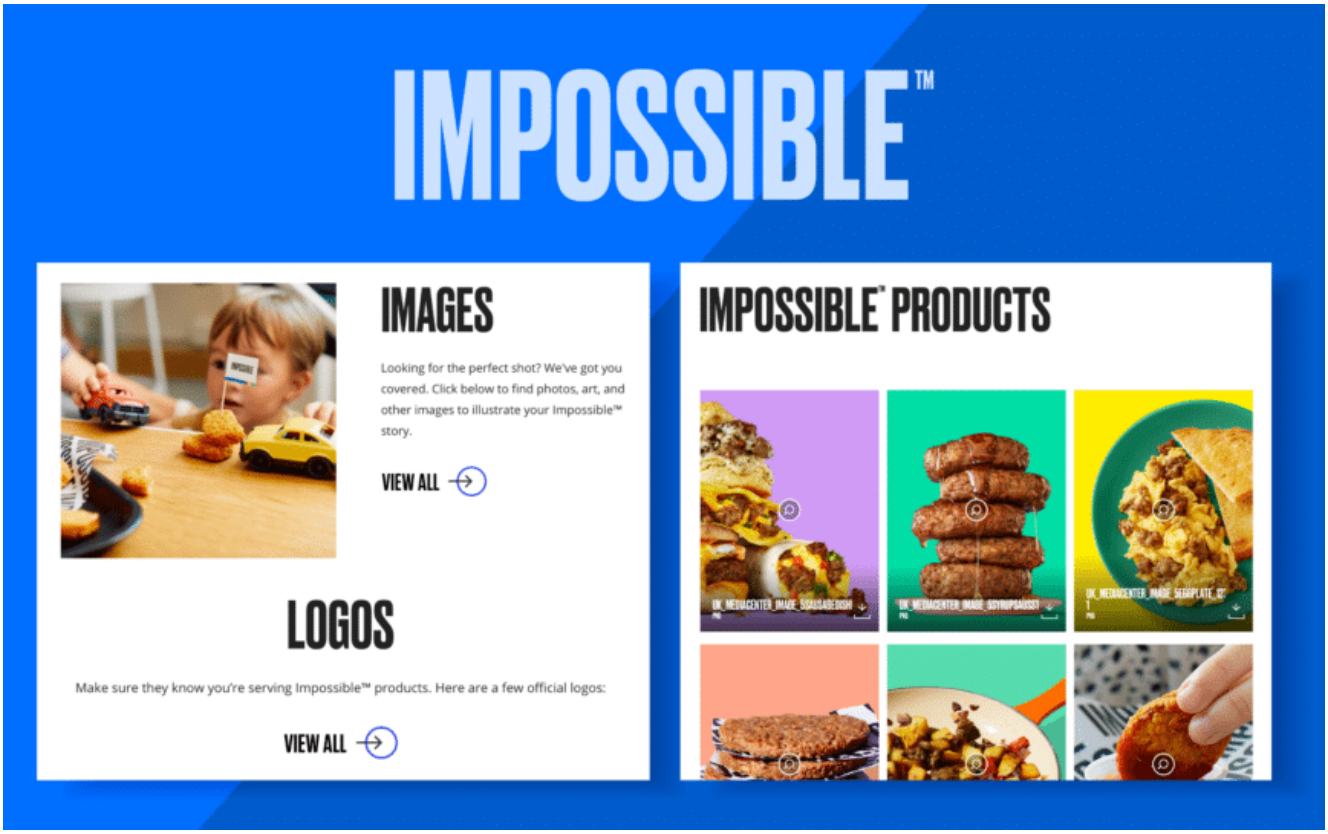
3. Bolt’s media kit

When it comes to great brand media kit examples, Bolt knocks it out of the park. Everything from the typography used in the brand kit, to the shapes and colors draw attention to the company’s unique personality. Just look at the lightning bolts baked into some letters on the page.

Bolt’s media kit is relatively straightforward, offering quick insights into things like the Bolt logo, and the color palette used by the company.

However, it also includes some very useful resources for potential partners. For example, there are tips on what kind of language to use when writing about Bolt, and how to use Bolt logo animations. The company even invites potential partners to get a free “demo” of the Bolt platform.

That means companies talking about Bolt online can get plenty of hands-on experience using the platform themselves.



4. Impossible Food's media kit

The best brand media kit examples aren't just eye-catching, they're insightful and inspirational too. Impossible Food's media kit doesn't just cover things like logo design elements and brand fonts. It also highlight's the company's story, to leave a lasting impression on customers.

There's an "About Us" section on the kit page, where you can find out all about the company's story, and what they want to accomplish in the food industry. This makes it easier for reporters and journalists to get an insight into Impossible's vision.

Each section of the kit offers something valuable for users to access, such as downloadable logo variations, and professional images of Impossible's food.

The photos and images are particularly helpful, as they ensure anyone reporting on the company can access amazing visuals, without having to buy the food and take photos themselves. All

of the images are extremely high-quality, conveying the look and texture of the products.

Including photos in your own brand media kit is a great way to maintain some control over the images that circulate about your brand online (and offline).



5. Shopify’s brand kit

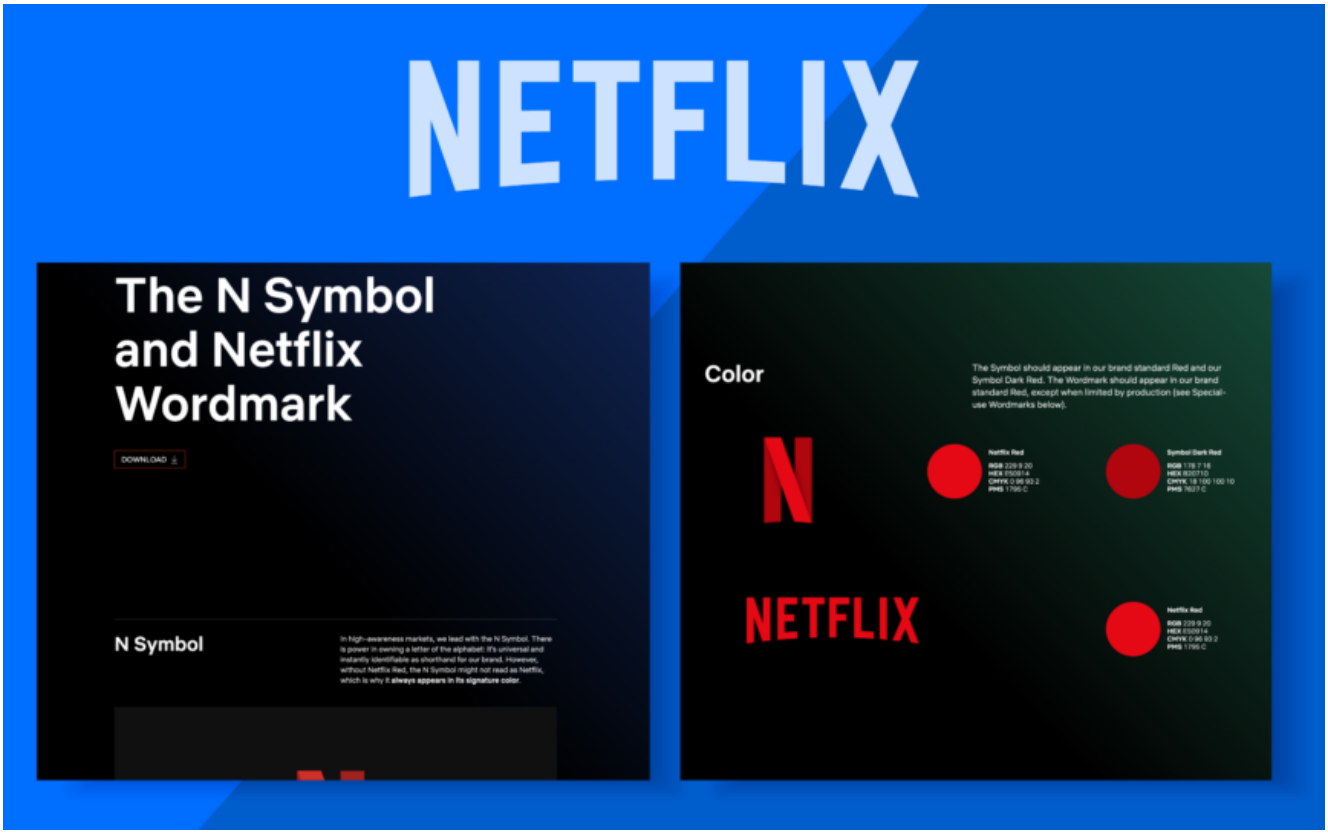
Shopify’s brand kit might not be as fun or interactive as some of the other brand kit examples we’ve shared here, but it’s still excellent. The straightforward kit allows potential partners and media teams to download all of Shopify’s brand assets at the click of a button.

There are various logo variations to explore, as well as insights into how to use the Shopify shopping bag icon. You can also see a handy list of “best practices”, which show you which colors and backgrounds the logo works on, and how large or small it should be.

One particularly impressive thing about Shopify’s brand kit

page is that it also acts as an advertising opportunity for the company. At the very bottom of the page, there's a call to action, inviting customers to sign up for a 3-day free trial of the platform:

While a brand kit might not be a traditional marketing asset, that doesn't mean you can't take advantage of a potential opportunity to collect leads. After all, the more someone knows about your brand, the more likely they are to want to work with you.



6. Netflix's brand site

While most brand kits are relatively simple, that doesn't mean you can't expand on the assets you share with your team over time. Since Netflix is constantly evolving, they decided to go beyond using a simple page to showcase their design elements.

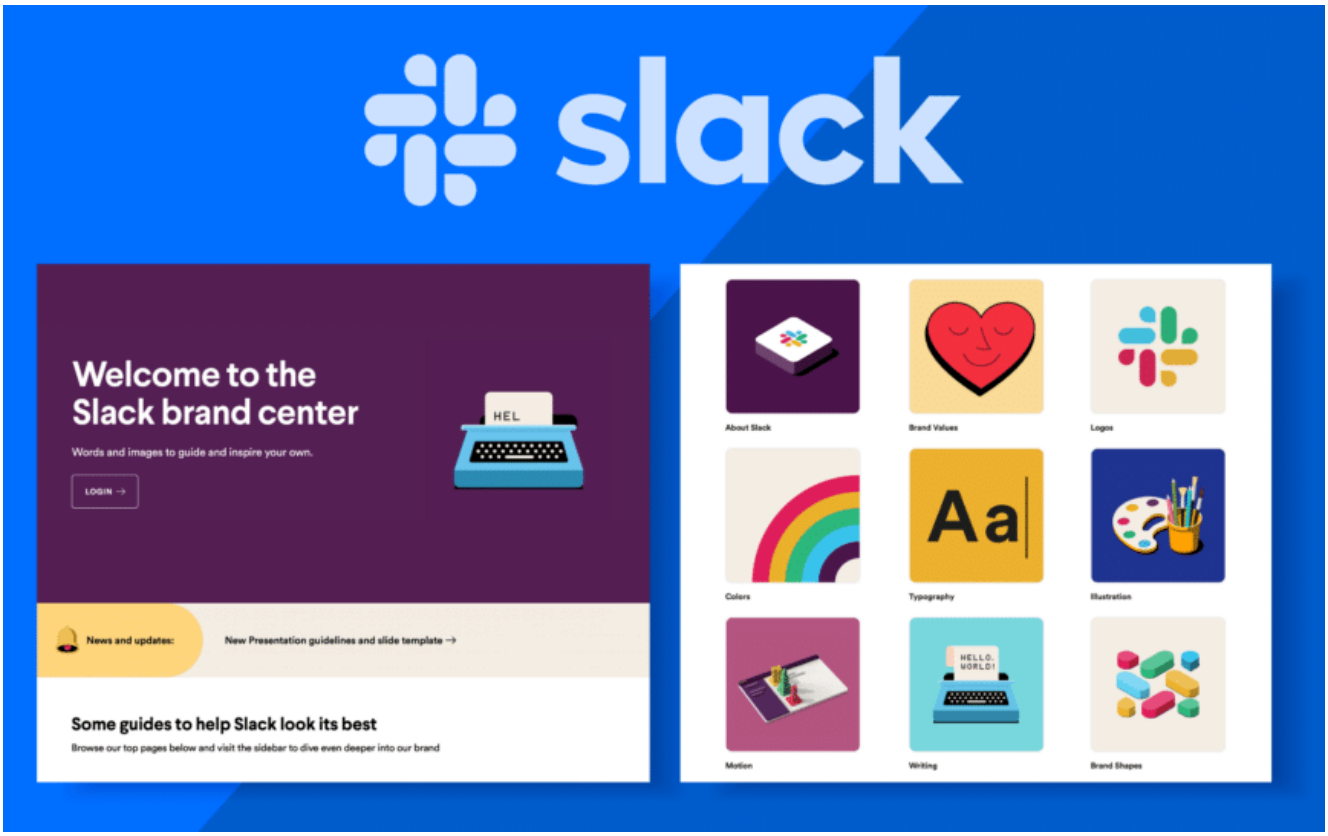
Instead, Netflix has an entire "brand website", a microsite specifically covering all of the information partners and team members need to know about the brand. There are basic assets

that everyone can access, such as the Netflix logo, and guidelines on how to use it.

Plus, Netflix has a “sign in” option for contractors, members of the media, and team members, with more advanced resources for different purposes.

The brand kit acts as a perfect insight into not just Netflix’s visual identity, but the personality of the brand, and their innovative approach to the streaming industry. Netflix even goes as far as to give potential partners examples of how they can use their assets.

While creating an entire website for your brand kit might not be an option for some small businesses, it’s a great way to organize and manage all of your assets.



7. Slack’s media kit

Leading collaboration software vendor, Slack, has created another of the best brand kit examples we’ve seen on the web so far. Slack’s mission is to make life easier for its

consumers, ensuring people can communicate, collaborate, and share information more efficiently.

With that in mind, it only makes sense that Slack would want its media kit to be as simple and convenient to use as possible. That's why the company has created a selection of "grab and go" assets for partners, press teams, and design experts.

The brand kit doesn't just include a selection of logos. It also includes photos of Slack's leadership team, ideal for reports and interviews, and product screenshots for reviewers.

If you want to dive a little deeper into the Slack brand and its ethos, you can check out the Slack brand center, which is packed full of additional assets.

The center includes tips on writing, brand shapes, typography, colors, and even photographs from Slack events. Part of what makes the whole Slack media kit experience so great, is that the design perfectly conveys Slack's brand personality, and fun nature.



8. Starbucks Creative Expression

Similar to Netflix, Starbucks is another of the big brands on this list with its own branding micro site. The site is a valuable resource for content creators, team members, and other partners, who need insights into Starbuck's visual identity and values.

Part of what makes this brand kit so impressive is its interactive nature. For instance, rather than just showcasing a lot of different logos and logo variations in a list, Starbucks allows you to click on different colors to jump between designs.

There's a color page, where you can hover over the shades commonly used by the brand, to see insights into when to use certain hues. Plus, there's a section that showcases the different color palettes often embraced by the brand through different seasons.

Starbucks' interactive approach to building a brand kit highlights the company's creative nature. The organization doesn't just give partners all of the essential information they might need, they also offer a valuable insight into the brand's personality.



9. Medium’s brand guidelines

Medium prides itself on creating a platform where creator communities can thrive. They give content producers easy access to a wide audience of potential customers, looking for valuable insights and information. Medium is one of the top blogging platforms in the world.

To draw attention to this status, Medium showcases its brand kit just like an article on its platform. The page of assets is divided into sections, offering insights into the company’s logo, color palette, and how to use different design assets.

You can find tips on using the Medium symbol, as well as insights into all of the various colors you can use with Medium’s logo:

There’s also a handy section explaining the key differences between Medium’s wordmark, logo, and symbol, so you know when to use each asset.

One particularly great thing about Medium’s decision to use a

“blog style” post for its brand kit, is that there’s a publishing date at the top of the page. This means users and partners can check when the style guide was last updated, to ensure they’re using the right assets.

Do you need a brand kit?

As the brand kit examples above show, the right branding kit or media kit can be a fantastic resource for any company. Although it takes time and effort to create a comprehensive brand kit, having your own is the key to building brand equity, and ensuring consistency.

The right brand kit will help to reduce the risk of people using your brand assets in different, or confusing ways, which could end up diluting your brand’s presence.

Just remember, when you create a brand kit of your own, it’s important to ensure you keep it “up to date”. As your business evolves and grows, you might need to go back to your brand kit and make a few changes – particularly as you learn more about your target audience.

If you’re struggling to design a brand kit from scratch, or you need help defining the assets that will make up your kit, the best thing you can do is seek out an expert. Here at Fabrik, we can help with everything from brand kit creation to logo design, and color palette selection.

Reach out for help building the perfect kit for brand consistency.

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