

KitForma.

PRACTICAL FIELD GUIDE

A Brand Kit Another Person Can Use

Turn a folder of artwork into a clear, testable handoff

01

02

03

SAMPLE EDITION

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How to use this guide

Independent creators supplying identity assets to a designer, developer or production collaborator.

An original fictional North Quay asset kit with vector marks, named color roles, CSS and JSON tokens, contrast checks and a practical recipient test.

- Deliver clearly named logo variants and matching color tokens.
- Separate decorative color from readable text combinations.
- Prepare a rights and usage record without inventing permission or registration.

Scope and limitations

- North Quay and its learning artwork are fictional; no trademark clearance or registration is claimed.
- The package is a teaching asset handoff, not a complete brand strategy or accessibility certification.
- Raster exports, physical print and collaborator acceptance require additional checks.
- Use of workbook assets remains governed by the book's applicable license; this text grants no separate trademark or third-party font rights.

Published by KitForma. Edition 1.0. Sources checked 1 October 2026. People and businesses in worked examples are fictional. This is an independent publication, not endorsed by the platforms mentioned.

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Contents

How to use this guide	2
Contents	3
Write the handoff as a job to be done	4
Sources and tools	6

01

Write the handoff as a job to be done

A collaborator does not need every experiment that led to a brand. They need the correct assets, enough context to choose among them and a way to tell whether a result is acceptable. A folder called final artwork rarely supplies that information. Begin with the next concrete job: place the mark on a light website header, prepare a dark presentation cover or add a small identifier to a downloadable guide. Different jobs expose different weaknesses in the same collection of files.

This workbook uses North Quay, a fictional studio identity created for learning. It contains a simple original geometric mark, a text label and a small palette. The artwork does not represent a real business, customer or registered trademark. We will prepare a kit that another person can inspect without contacting its maker for basic instructions. The expected outcome is an understandable source package, not a claim that the identity is distinctive in every market or legally available for commercial adoption.

Write a one-paragraph brief that names the audience, application and non-goals. Our brief asks for a calm, legible identity on ordinary light and dark digital surfaces. It excludes metallic print effects, animation, a custom typeface and a finished website. Those exclusions help the recipient avoid searching for assets that were never commissioned. They also prevent the maker from treating a handsome mockup as proof of production support. A mockup can show intention while leaving the actual reusable artwork incomplete.

List the recipient's first three decisions. Which mark should appear on this background? Which exact color value should become the main text color?

Is the font file included or merely referenced? A good handoff answers those questions close to the files they concern. The workbook's usage record and token files are therefore as important as the vector drawing. They turn personal memory into instructions that survive a change of collaborator, computer or production tool without pretending to remove all design judgment.

Sources and tools

[S1] MDN: Using CSS custom properties

https://developer.mozilla.org/en-US/docs/Web/CSS/Guides/Cascading_variables/Using_custom_properties

Checked: 2026-10-01

[S2] W3C: Understanding contrast minimum

<https://www.w3.org/WAI/WCAG22/Understanding/contrast-minimum.html>

Checked: 2026-10-01

[S3] W3C: Alternative text decision tree

<https://www.w3.org/WAI/tutorials/images/decision-tree/>

Checked: 2026-10-01

Brand kit workspace

Save one kit per account in this browser; this is unencrypted local storage, not cloud sync. Raster logo input is required.

<https://kitforma.com/en/brand-kit/>

RGB palette export

Prepare reusable palette values, then compare exported values with the agreed tokens.

<https://kitforma.com/en/rgb-palette-export/>

Color contrast checker

Evaluate explicit text/background pairs; does not certify the whole design.

<https://kitforma.com/en/color-contrast/>

SVG to PNG

Create a raster candidate from the original self-contained SVG, then inspect saved dimensions and appearance.

<https://kitforma.com/en/svg-to-png/>

Inside the complete guide

Separate the master from the delivery variant

Use color roles that survive a redesign

Test the pairs that carry information

Document type without redistributing unknown rights

Explain meaning with appropriate text alternatives

Make the package small enough to understand

Run a recipient test before declaring completion

Capstone: reconcile and deliver North Quay

Maintain one understandable source of truth