The — Brand Identity Resource for Graphic Design

Since 2015, we've been working with like-minded brands to showcase an informed selection of products, tools and resources relevant to those who practice and appreciate graphic design.

If you would like to feature your product, service or brand across our platforms, you're in the right place. The next five pages detail the options available to you and our submission requirements.

Your Options

The six options to the right are available to you across our platforms. Reach an even broader number of designers, agencies and companies in our audience by combining multiple options together to place even more attention on your product, service or brand.
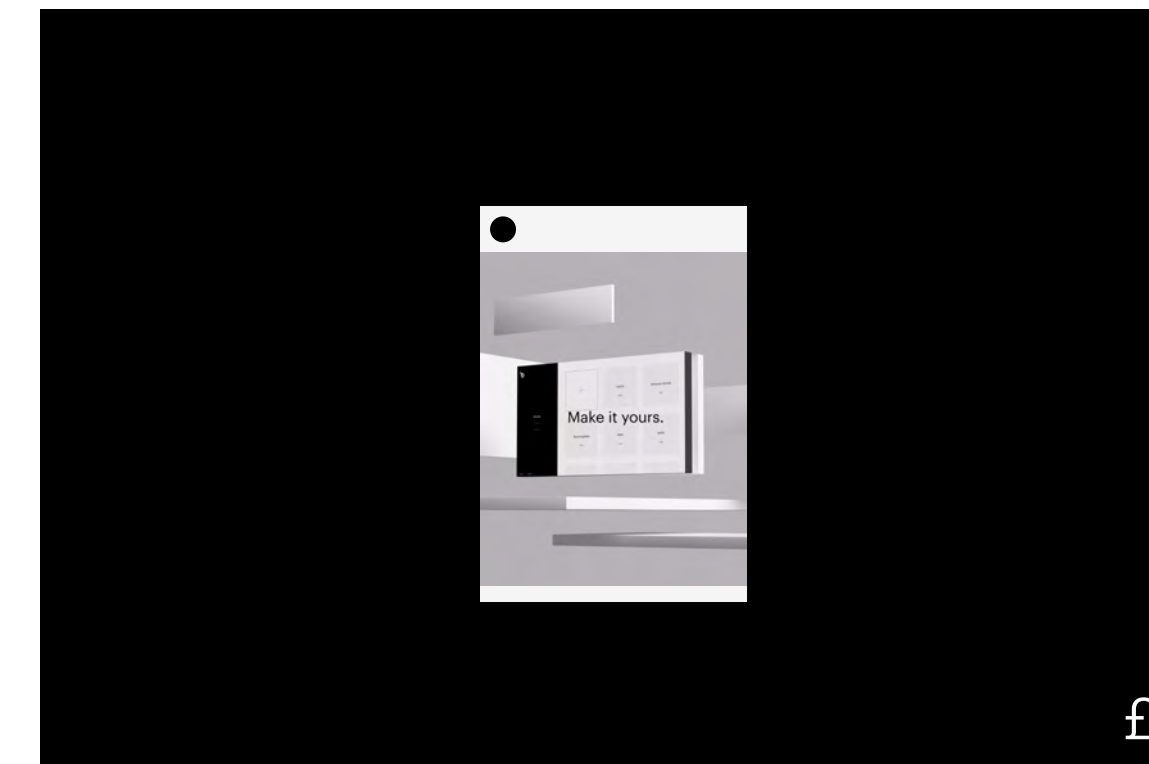
Prices provided after submission

Discounted combinations available
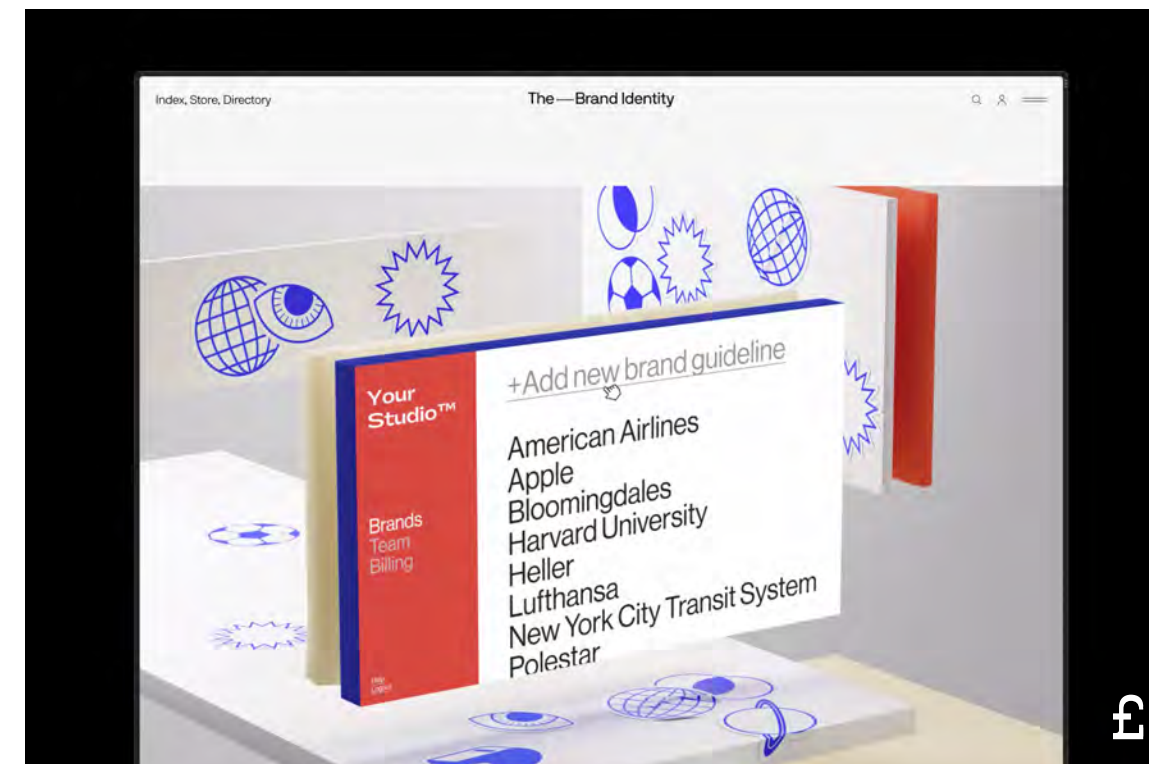
Website Article*
An article about your product or brand written by our editorial team, linking to your website, purchase or sign up page.

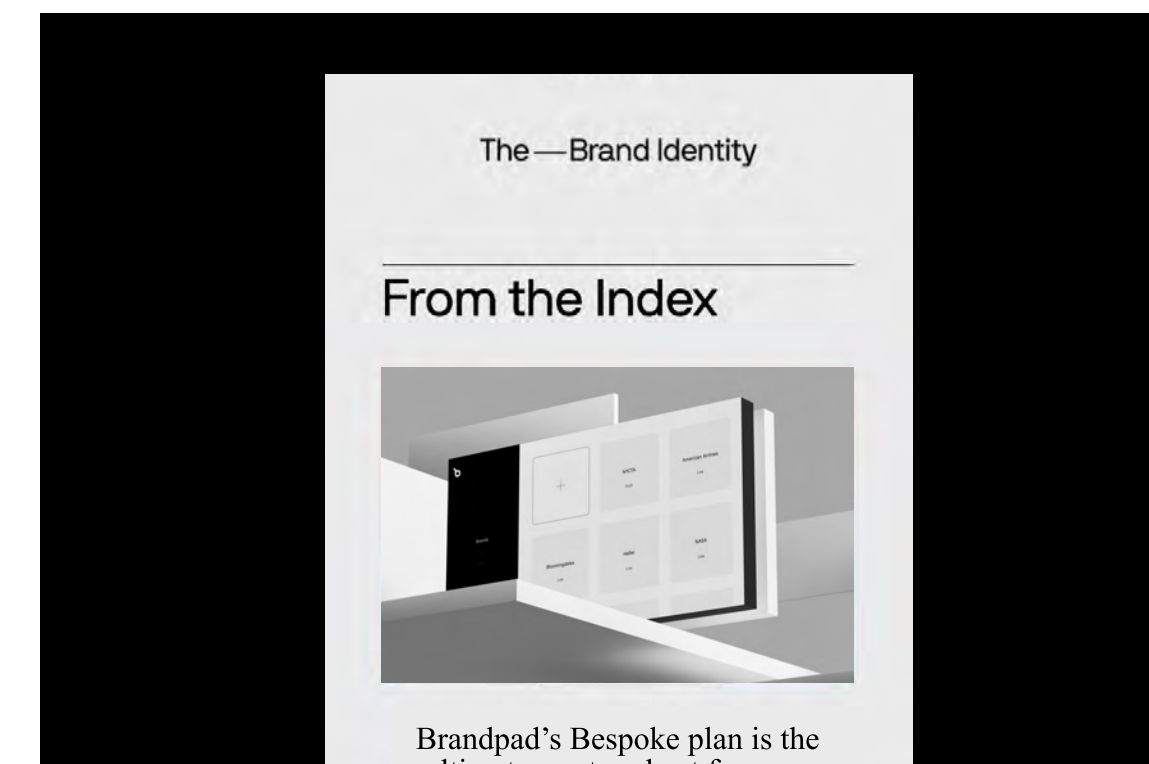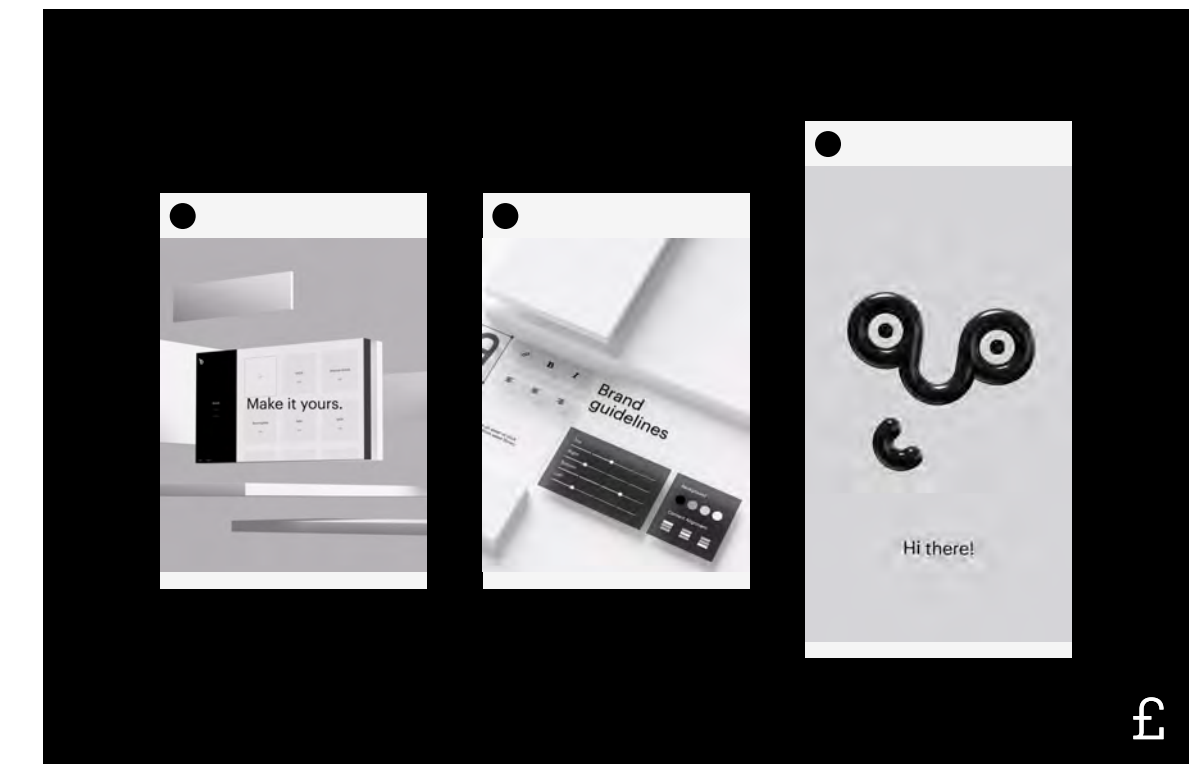**1 x Instagram Post**
One Instagram carousel post or reel** showcasing your product or brand with a caption highlighting how to find out more.

3 x Instagram Posts
Three Instagram posts showcasing your product – usually two carousel posts and one reel** – published over 5-7 days.

Landing Page Takeover
Ensure your product or brand receives more views by taking over our website's landing page for 24 hrs.
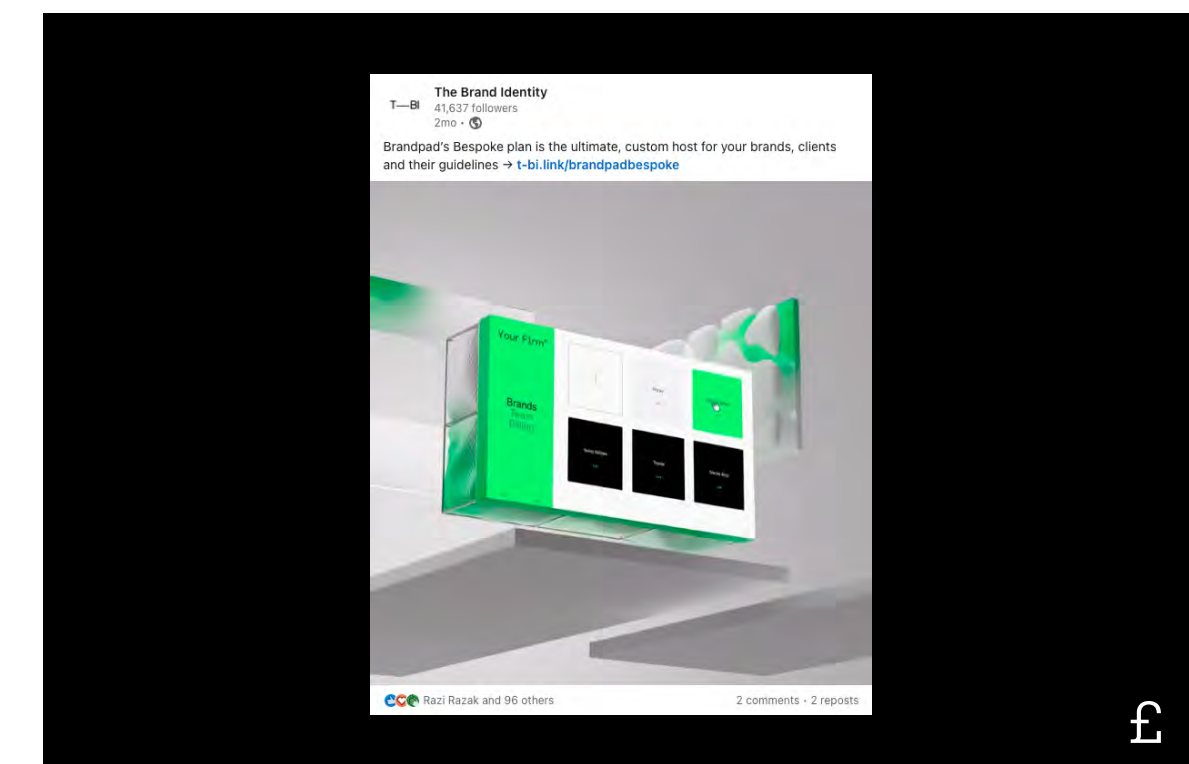

Newsletter Highlight
Guarantee a spot in the top section of our weekly newsletter, which is sent out every Monday to more than 6,500 subscribers.

LinkedIn, Twitter and Facebook Posts
A post shared to more than 65k followers to drive clickthroughs directly to your website, purchase or sign up page.

Bespoke Content

Partner with us to create a bespoke content series, and promote your product, service or brand to our audience in the process. The series would be produced from scratch by our team, including its content and visual identity. Each entry in the series would feature prominent placement of your brand, and a call-to-action linking to a URL of your choice.
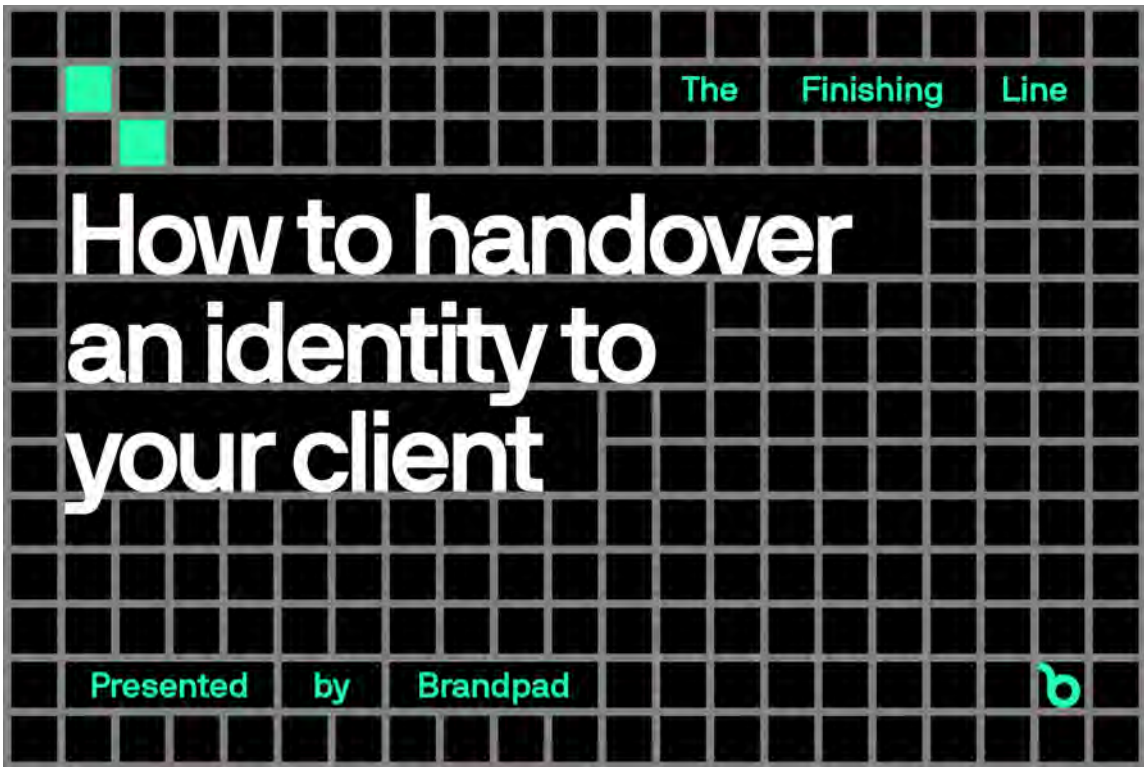
Prices on request

Bespoke combinations available

The Anatomy of Creativity
Partnering with paper manufacturer Antalis to discover if there are specific components to creativity.

The Finishing Line
Partnering with digital brand guidelines platform Brandpad to uncover the final stages of a brand identity project.

The Change We Need
Partnering with Two Degrees Creative to discover how design studios are changing in the fight against climate change.
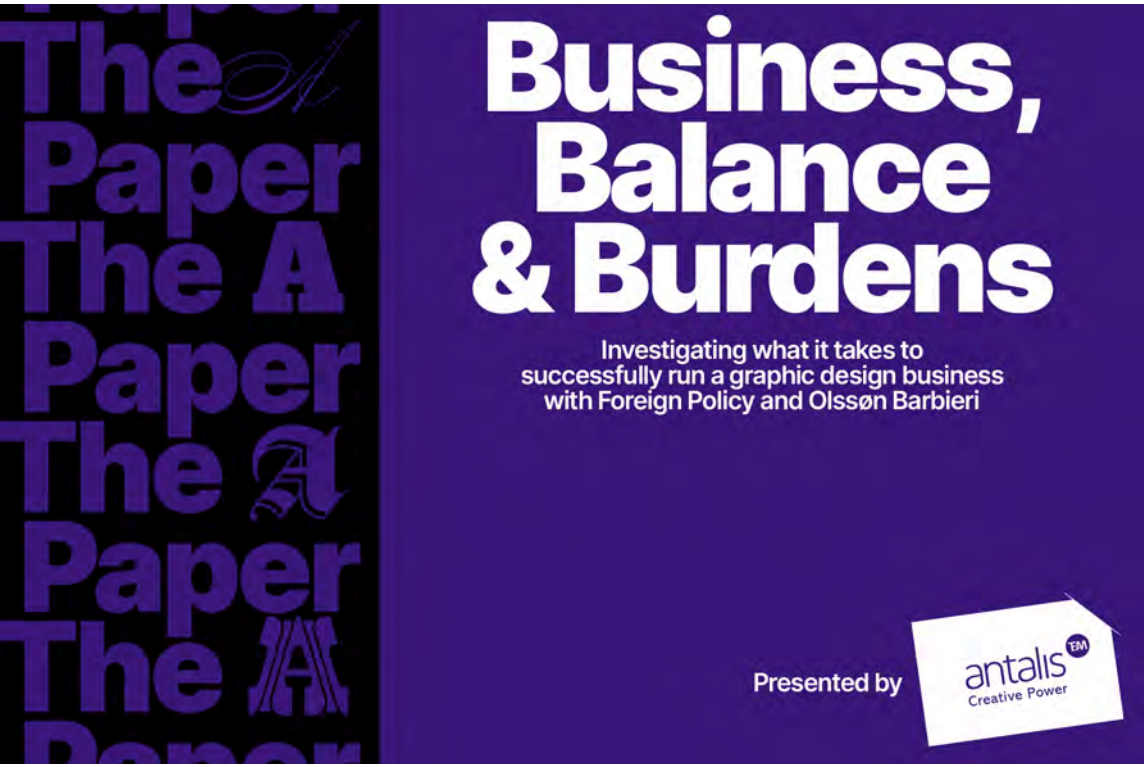
The A Paper
Partnering with paper manufacturer Antalis to investigate undervalued topics in the graphic design industry.

Submission
Requirements

Image Format and Size
We can use jpg, webp, png and mp4 files with a minimum width of 2000px. Any image ratio is fine, however, please provide at least one 3:2 image for the article cover image on our website. Images should be sent through a download link, zip file or a link to the typeface online. If you are sharing specific assets for Instagram, we prefer 4:5.

Product and Company Description
Please provide as much information as possible about your product, service, brand or company (if we don't know you already). We will also ask you a series of questions to help us find out more, so if you don't have anything prepared, that's okay.

01

02

Selection Process
We only collaborate with and feature products, services and brands that are relevant to those who practice and appreciate graphic design. If you're not sure if you fit into this category, contact us and we'll let you know where we stand.

Other Opportunities
The options outlined in this document are in place to hopefully make our process as clear and straightforward as possible, however, please contact us if you are unclear ot have something else in mind. We're very open to ideas!

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04

To share your product, service or brand with us, please email Layla at:

submit@the-brandidentity.com

Please contact us directly, we do not accept submissions from third party representation, such as PR or marketing companies.

Frequently Asked Questions

How do you choose what to feature?

We currently publish 12 articles per week, and receive more than 200 submissions in that time, so, it can be rather difficult to choose. However, we've built our platform and reputation on quality, not quantity, so we have to be brutal and stick to our guns. Our selection process is based on a balance of intuition, taste and variety. We generally do not choose our features based on the reputation of the submitting company.

How long does it take to be featured?

From the date of the submission being received to it being published, two-three weeks is a realistic turnaround time. However, please let us know if you have a date in mind that you'd like to align the feature with.

Layla, Poppy or Harry will share a preview in advance of the feature being published. Feedback is always welcome and we love to collaborate to make the feature the best it can be.

Why should I pay for my product or brand to be featured?

Since 2015, we have built a reputation as one of, if not the, most respected platforms and resources for graphic design-based content. Being featured has been described as "notoriously difficult." We have an audience of more than 650,000 individuals (see page 09) that look to us for our curation and insights. Our features have helped designers, studios and companies to increase their reputation, grow their following, get new clients and find new employees.

We do not operate like a traditional media platform, you will find no intrusive banner ads from big brands that mean nothing to us or you across our platforms. We value curation, quality and consistency over everything else. We only work with designers, studios and companies that we think can bring something to our audience, and vice versa. Your choice to pay not only gets you access to a 'digital billboard' that's seen by the industry's top professionals, and access to the potential benefits mentioned above, but supports our team, growth and continuous desire to improve.

Our Audience

375k

website page views per month

42k

LinkedIn followers
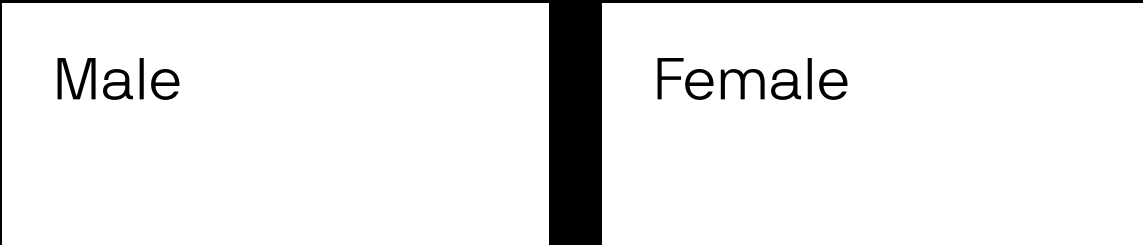
6.5k

email newsletter subscribers

606k

Instagram followers

3m

Instagram impressions per week

Europe	32%
North America	20%
United Kingdom	14%
East Asia	11%
Australasia	7%

Top audience locations

Male	Female

Audience gender

18-34	35+
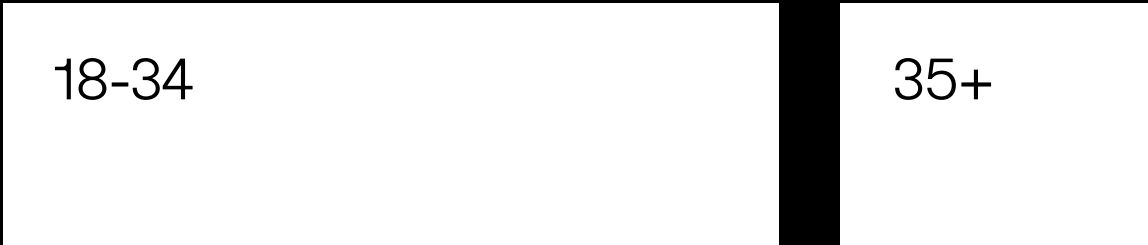
Audience age range

Desktop	Mobile
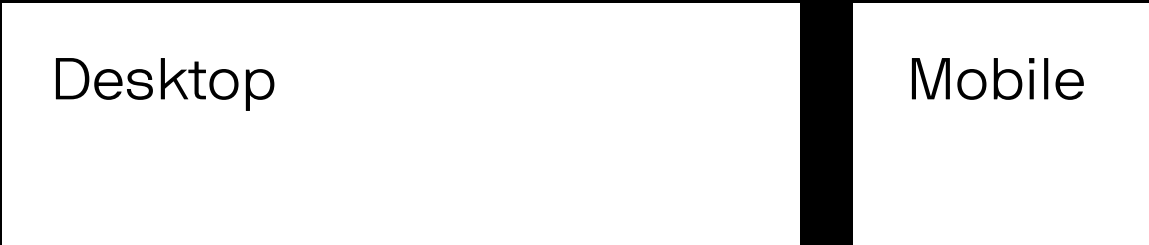
Website traffic by device type

Selected Clients

Editor X

upwork

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1888

antalis EM

Merchery

Base

Brandpad

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"We had four record weeks in a row following the launch. It's been pretty clear this has been the most impactful campaign yet."

Espen Getz Harstad, CEO of digital
brand guidelines platform Brandpad

It's gone very well. Total submissions last year were about 400. This year we are on 650 and counting, approximately 150 in the last 48 hours. It worked!"

Danny McNeil, Co-founder of London-based
studio TM and Co-organiser of Fedrigoni 365

Thank you!

“The Brand Identity is the only design site I actually care about.”

Garrett DeRossett, Co-founder of
New York-based agency Alright Studio

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