

# Media kit & Press

Your logos logo big, logo small, web site logo

Fonts you use

Also known as a **press kit**, these are all the materials you want media platforms to have access to so they can paint the most authentic and valuable picture of your brand.



## “About Us”

A short description of your company—written the way you want your brand to be perceived by a potential customer that stumbled upon an article about you.

## Leadership Headshots and Biographies

A high-quality photo of your CEO and executives and a short personal statement or biography from each one of them is sought after by any media outlet looking to write a story about your brand.

## Annual Reports and Statistics

Any social media statistics, infographics, and growth reports that will give journalists an understanding of where you started and how far you’ve come as a business.

## Press Coverage

Your recent press appearances that will help media teams understand your current reputation on the market.

Media	Link	Publication date	Notes

## Visual Materials

Your logo, fonts, product images, and any other brand identity items that you think will represent your company perfectly in the media spotlight.

## Primary Media Contact

*If something is missing from your press kit, this is the person you want media outlets to reach out to for more information.*