

The Brand Identity empowers and supports the graphic design industry

**We welcome submissions from studios  
of all sizes, freelancers and students**

## Requirements

A link to your work via your website or as an email attachment or download link

A minimum size of 2000px x 1333px

A description of the work that includes information about the client and a rationale for the design

A list of the typefaces, paper stocks and print processes used and the collaborators involved

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Once we've received your submission, we'll let you know if it is being considered for its own article or a place within The Inbox. Continue reading for details.

## Website article

If selected to be featured, your project will receive an article on our website.

We publish multiple articles per day on our website, but handpick a select few to be featured on our Instagram feed. If you'd like to ensure your project appears on our Instagram feed, let us know and we'll inform you of our rates.

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## The Inbox

For the projects that aren't selected for a dedicated article and/or social media posts, we have a feature called The Inbox (example).

The Inbox is a fortnightly collection of five projects that are submitted to us via email. Once we've received your submission, we will let you know if it is being considered for The Inbox. If you would like to guarantee an inclusion or furthermore as the lead project, let us know and we'll inform you of our rates.

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## Products

If your submission is a product that you're selling or planning to sell, please download our advertising guidelines on the information page of our website, or email us to discuss further.

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What is our reach?



What is our reach?

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Instagram

Followers

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484k

Impressions per week

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1m+

Reach per week

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150k+

New followers per month

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10k+

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What is our reach?

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Website

Page views per month

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270k+

Average visit duration (mins)

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3.5

Device

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What is our reach?

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# Impact of an Instagram feature

Company

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Followers gained before (7 days)

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Followers gained after (3 days)

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**HelloMe**

**25**

**1154**

Berlin-based creative studio

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**SDG Oslo**

**11**

**382**

Oslo-based design agency

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**Only**

**2**

**516**

Manchester-based branding agency

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**M35**

**18**

**532**

Sydney-based design consultancy

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Contact:  
[hello@the-brandidentity.com](mailto:hello@the-brandidentity.com)