

BRAND IDENTITY

CHECKLIST

VISUAL BRANDING

- Primary + Secondary Logo
- Brand Colors
- Typography (your fonts)
- Brand Patterns & Textures

DIGITAL BRANDING

- Website
- Social Media Icons
- Email Signature
- Social Media Posts

PRINTED BRANDING

- Business Cards
- "Thank You For Your Purchase" Cards
- Packaging

YES, you need more than ONE version of your logo!
A vertical, horizontal, maybe one in a holding shape. You need options to fit all applications.

STAY CONSISTENT!
Use these everywhere.

When launching your website,
DONE is better than PERFECT.
(It should look good, but launching it before it is perfect is fine!
Get your brand in front of eyes as soon as possible!)

THIS LOOKS PROFESSIONAL.
Make sure you add links to your website and social media!

IMPORTANT for making CONNECTIONS!
Networking is important and your business card makes an impression.

When just starting out, consider branded packing tape!
It's cheap & serves a function.