

BRANDING & DESIGN CHECKLIST

- Choose a brand name and domain
- Select a brand logotype and combination
- Design the brand logo
- Select the brand fonts and colors
- Choose the brand's visual style
- Design a brand style guide
- Design a business card
- Design a brand letterhead and envelope
- Design a brand t-shirt, brand mug, and other stationery
- Design social media templates for design consistency and brand recognition
- Design Infographics templates for the brand's blog & marketing
- Design a presentation template for the brand
- Design the brand Mediakit or Presskit
- Design the Web Banners template
- Design a template for high performing Facebook Ads for Digital Marketing
- Design templates for Google Ads and other Web Ads
- Design the brand's email marketing headers
- Design the app icons for mobile app listings
- Design the brand favicon and brand pattern
- Design the brand's Whitepaper and Case Study Templates
- Design the Product or Service Brochure
- Design the Invoice Template for Freelancing or Businesses
- Create a Product or Service Video
- Design Product Mockups
- Design Images for Blogs
- Create a Brand Book for Reference
- Build and launch a fully responsive brand website