

Business Branding Checklist

You Are HERE:

You are thinking of starting a business - GREAT!

Or maybe you're already in business and looking to grow - SUPER!

There are plenty of new business checklists and how-to articles on the Internet.

But where are the checklists of graphic design needs for startups??

Right HERE!

Not every business will need or use all the items on this list, but it might give you ideas, or a reminder of something you want to plan for in the future. A critical element in all good branding is a strong logo design. Along with all the messaging and values that are part of your brand, a logo design visually ties together all of your branded materials.

That's why it's first on the branding checklist.

This list is not comprehensive, but definitely enough to give you ideas to get started and/or grow your business. Businesses will have different needs, depending on their niche and industry.

Branding Keystone

- Logo Design

Communication

- Business Cards
- Letterhead
- Newsletter
- Envelopes
- Labels: return address, shipping
- Signage: buildings, interior and exterior
- Signage: vehicles, billboards
- Post cards: direct mail
- Web Graphics: website and social media

Sales and Marketing

- Brochure
- Flyers/Sales Sheets
- Web Graphics: website and social media
- Ads: print and online
- Presentations
- Launch Packages
- Product Packaging

Presentation and Branding

- Apparel: shirts, hats, uniforms
- Promotional: pens, mugs, calendars, etc.
- Folders
- Notepads
- Awards and Recognitions

