

BRAND KIT CHECKLIST



CORPORATE IDENTITY & TAGLINES

- Positioning and Strategic Plan (Vision, Mission, Values, Brand, Culture)
- Messaging and Terminology Sheet
- Color Profile
- Logo
- Tagline and Buzzwords
- Visual Identity Kit
- Typography/Font

STATIONARY

- Letterhead (Electronic & Printed)
 - Business Cards
 - Email Signature
 - Slideshow Templates
 - Presentation Documents
 - Memos Invoices
- Form Templates:
- Quotes
 - Company Overview
 - Fax Cover Sheet

ONLINE MARKETING

- Website
 - Social Media
 - Banner Ads
 - e-Newsletter
- Templates

PROMOTIONS

- Tradeshow
- Booth
- Giveaways
- Banners
- POP Displays

ADVERTISING & MEDIA

- Brochures
- Magazine / Newspaper Ads
- Fact/Spec Sheet
- Annual Report
- Billboards
- Direct Mailers
- Tent Cards
- Newsletters
- Radio Spots
- TV Ads
- Video