

Brand Launch Checklist

Here's an awesome checklist of necessary materials for your brand launch!

1 BRAND STRATEGY

- Business Plan
- Personality
- Brand Idea
- Know Audience
- Tone of Voice
- Name/URL

2 BRAND IDENTITY

- Logo
- Color Palette
- Tagline
- Fonts

3 BRAND STYLE

- Call to Action Color (2-3)
- Image Style
- Photography Style
- Patterns

4 HOUSESTYLE

- Business Cards
- Email Signature
- Letterhead
- Powerpoint Template
- Envelopes
- Invoice Template

5 SOCIAL MEDIA

Write your social media names.







- Each have consistent description, cover and profile

6 COLLATERAL

- Brochures
- Fact Sheets
- Flyers
- Display Materials
- Press/Media Kit
- Brand Guidelines



marketing
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Helping entrepreneurial teams, funded startups,
and business owners to build remarkable brands.