

# Branding Checklist

## Corporate Identity

- Logo
- Brand Guideline
- Stationary

## Internal & External Docs

- Order/Quote Forms/Invoices
- Price List
- Presentations
- Case studies
- Factsheets
- Reports
- User Guides/Manuals
- Press Packs/Press Releases

## Marketing Collateral

- Brochures
- Leaflets & Flyers
- Adverts
- Posters
- Image Sourcing
- Direct Mail
- POS Graphics
- Promotional Gifts & Giveaways

## Digital

- Website Design
- Landing Page
- Website Editing e.g. CMS
- Web Banners
- Email Campaign
- E-Newsletter
- E-Brochure
- System Interface Design e.g dashboard

## Social Media

- Social Media Cover Design
- Social Media Posts Content Creation
- Paid Social Media Graphics

## Notes

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