

Brand Design Checklist

BY REUX DESIGN CO.



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RECOMMENDED FOR A HOLISTIC, IMPACTFUL BRAND

Hi friend! I'm so glad you're here — reviewing my Brand Design Checklist — and that you'd like to learn from me and Reux Design Co.

Over the years, I've worked with countless creative business owners to design impactful brands for their business. I've seen first hand how a holistic brand design can elevate and up-level a business.

Branding is more than just your logo (you'll know that if you've read or watched my #MoreThanALogo series!) It's the full package of how you present yourself and your business — online & in person!

I want your business to be the holistic, impactful business that you dream about. So I put together this handy freebie — The Brand Design Checklist — as a foundation for you and your brand. Don't let it overwhelm you. Just take it one box & task at a time until you've built that amazing, impactful brand.

As always — I'm so hopeful that this will help you launch, grow & prosper in your business!

x *Cassie*

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01

- ☐ A clarified brand vision (aka the “WHY” behind your brand)
- ☐ Defined niche of ideal clients
- ☐ Brand buzz words
- ☐ Tone of voice guidelines for all brand copy and captions

02

- ☐ Professional, clear primary logo
- ☐ Secondary or alternate logos (for social media, collateral)
- ☐ Monogram or submarks
- ☐ Branded patterns, icons or other graphic elements
- ☐ Defined color palette
- ☐ Defined font heirarchy
- ☐ A Brand Style Guide (with all logo, font, color, pattern, etc. info)

03

- ☐ Unique business cards
- ☐ Print collateral (stationery, thank you cards, etc)
- ☐ Image templates for blog posts, social media, etc.
- ☐ Branded email signature
- ☐ A newsletter template design aligned with your branding

04

- ☐ Headshot in branded colors
- ☐ Brand aligned photo library to use on website + social media
- ☐ Branded social media outlets
- ☐ A website that matches your brand guidelines