

How to Get a Head Start on Your Brand

from a design perspective

We know it can feel overwhelming to get started on your new brand. **The Flyaway Creative** is here to help! Check out the checklist below to watch your brand take flight!



IT'S TIME TO NAME YOUR BUSINESS!

Picking a name is so important to a new company. The weight of the decision can feel very stressful! It's ok to ask for input from trusted friends and family, but try not to ask for too many opinions.



CHECK OUT THAT URL.

Now that you have a name, you need to decide on your business url/email address domain. Make sure to double check that it's available!



WRITE YOUR MISSION STATEMENT.

What does your business stand for? A Mission Statement helps to focus your brand. We'll refer back to this throughout the design process!



CONSIDER A TAGLINE.

A tagline can help to give your customers a quick, clear view of who your business is and what you do. We will make a logo version with your tagline during the branding process!



THINK ABOUT YOUR IDEAL CLIENT.

You want to be clear with who you are trying to reach. Your ideal client impacts everything from your color palette to your fonts.



SEARCH FOR IMAGERY THAT REPRESENTS YOUR BRAND.

We want your brand to stand out from the crowd. Making sure you're choosing images that fit with your image is crucial to marketing your brand.



DESIGN YOUR LOGO!

We can help with this! We love helping our clients nail their branding/logo design.



LAUNCH YOUR WEBSITE!

Check out our [website](#) for more information!