

CAROL LEE

THE ULTIMATE BRANDING CHECKLIST

READY TO ELEVATE YOUR BRAND TO NEW HEIGHTS? LOOK NO FURTHER THAN OUR ULTIMATE BRANDING CHECKLIST. THIS HANDY RESOURCE IS YOUR GO-TO GUIDE FOR DETERMINING WHEN IT'S TIME TO REFRESH YOUR BRAND AND INVEST IN TOP-NOTCH BRANDING.



01 / WHAT IS INCLUDED

WHAT YOU'LL FIND INSIDE

01

BRAND EVALUATION

Dive into a comprehensive checklist to assess the strength of your current brand identity. From your logo to your messaging, we'll help you identify areas for improvement and refinement.

02

SIGNS IT'S TIME TO RE-BRAND

Discover the telltale signs that indicate your brand is due for a makeover. Whether it's outdated visuals or a shift in your target audience, we'll guide you through the key indicators.

03

WEBSITE INVESTMENT INSIGHTS

Not sure when to invest in a new website? We've got you covered. Learn about the crucial milestones and business growth stages that signal it's time to level up your online presence.

03 / ACTION STEPS

ACTIONABLE TIPS & ADVICE



Our checklist isn't just about identifying the need for change—it's also packed with actionable tips and expert advice to help you navigate the rebranding and website design process with confidence.

04/ CHECKLIST

THE ULTIMATE BRANDING CHECKLIST

Is your brand due for a refresh? Here are some key indicators that it might be time to invest in your brand's identity

Let's create something extraordinary together!

01/
BRAND IDENTITY EVALUATION

- ☐ Does your logo accurately reflect your brand's identity and values?
- ☐ Are your brand colors consistent across all platforms and materials?
- ☐ Does your brand messaging effectively communicate your unique selling proposition?
- ☐ Is your visual identity cohesive and memorable? Does it stand out?

02/
SIGNS IT'S TIME TO REBRAND

- ☐ Your brand visuals look outdated or no longer resonate with your target audience.
- ☐ Your business has evolved, and your current branding no longer reflects your offerings.
- ☐ You're struggling to differentiate your brand from competitors in the market.
- ☐ You're planning to expand into new markets or target demographics.

03/
WEBSITE INVESTMENT INSIGHTS

- ☐ Your current website lacks responsiveness or mobile optimization.
- ☐ You're experiencing high bounce rates or low conversion rates on your website.
- ☐ Your website no longer aligns with your brand identity or business goals.
- ☐ You're launching a new product or service and need a platform to showcase it effectively.

04/
ACTIONABLE TIPS & ADVICE

- ☐ Schedule a brand audit to assess the effectiveness of your current branding efforts
- ☐ Research industry trends and competitor branding strategies to stay ahead of the curve.
- ☐ Consider hiring a professional branding agency or designer to guide you through the rebranding process.
- ☐ Prioritize user experience and functionality when planning your website redesign.

05 / CONTACT

LET'S STAY IN TOUCH!

It was great to meet you and we would love to continue supporting you on your journey. Let's keep in touch and keep up the good work!

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GRAPHIC DESIGN