

Bringing a Brand to Life

Whether you're designing a new logo to launch a business, modifying an existing one to re-energize your corporate identity, or a full rebrand to reflect a change in your organization, the impact of this activity on your budget and timeline can vary. The worksheet below illustrates the types of brand and marketing materials that may be affected by a new brand identity. It's a great checklist to help you bring your brand to life.

Corporate Identity and Tagline

- Position + strategic development
- Logo development
- Tagline development

Stationery

- Business cards
- Letterhead
electronic, printed
- Envelopes
- Form templates
invoice, cover sheets, memos
- Email signature
- PowerPoint templates
- Presentation folder
- Note cards

Culture + Environment

- Culture photography
- Headshots
- Signage
exterior, interior
- Truck graphics
- Staff Swag



Online Marketing

- Website
- Social media
images & wallpaper
- Banner ads
- E-newsletter templates

Promotion & Packaging

- Tradeshow booth
- Giveaways
- Banners
- POP displays
- Labels
- Outer carton
- User/owner's manuals

Advertising + Media

- Brochures
- Magazine/newspaper ads
- Fact/spec sheets
- Direct mail/coupons
- Tent cards
- Newsletters
- Annual reports
- Billboards
- Radio spots
- TV spots
- Videos

