brand identity checklist

Foundational Items:

- ○ *Logo*
- ○ *Brand fonts*
- ○ *Brand patterns or other style elements*
- ○ *Brand colors*
- ○ *Brand tagline or statement*

Digital Items:

- ○ *Social media logo (displays well as a square)*
- ○ *Favicon (the icon in the browser tab for your website)*
- ○ *Professional email account to interact with clients*
- ○ *Business phone number + voicemail, if applicable*
- ○ *Press kit or media kit*
- ○ *Website and blog*
- ○ *Social media accounts and cover photos*
- ○ *Profile descriptions for each social platform*

Physical Items:

- ○ *Business cards*
- ○ *Letterhead and/or notecards (and envelopes for each)*
- ○ *Flyers*
- ○ *Brochures*
- ○ *Giveaway/swag items*

Other:

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