

Design assets checklist

Whether you're designing a new logo or modifying an existing one to rebrand and revitalise your business, there are significant amount of design touch points you need to consider. This worksheet below illustrates the types of designed materials that may be affected by a new brand identity. It's an awesome checklist to help you remember all areas of stationary, marketing and online to bring your new brand to the world.

STATIONARY

- Business Card
- Letterhead
- With Compliments
- Invoice template
- Envelopes
- Fax Sheet
- Mailing Label
- Presentation Folder
- Notepads

MARKETING

- Flyers
- Brochures
- Apparel
- POS
- Newsletters
- Advertisements
- Packaging
- Signage
- Vehicle wraps

ONLINE

- Website banner
- Email signature
- Email templates
- Invoicing programs
- PayPal
- Office templates (Word, Excel)
- Online Adverts (like True Local)

SOCIAL

- Facebook
- Instagram
- Twitter
- Tumblr
- Gmail Apps
- LinkedIn
- YouTube
- Skype
- Pinterest