



BUSINESS **STARTUP** BLUEPRINT

ESSENTIAL BRAND COLLATERALS CHECKLIST

STEP 3 BRANDING AND ONLINE PRESENCE **CHECKLIST**



1. Brand Guidelines

- **Comprehensive brand manual detailing:**

- ☐ Logo usage
- ☐ Color palettes
- ☐ Typography
- ☐ Imagery and iconography
- ☐ Tone of voice and messaging

2. Print Materials

- **Business Cards**

- ☐ Design that adheres to brand guidelines
- ☐ Clear contact information

- **Flyers and Brochures**

- ☐ Description of services
- ☐ Unique selling points
- ☐ Before and after photos
- ☐ Testimonials
- ☐ Clear calls to action

- **Presentation Folders**

- ☐ Six-page booklets with company information
- ☐ References
- ☐ Testimonials
- ☐ Certificate of insurance

3. Marketing Collaterals

- **Vehicle Wraps**

- ☐ Bright, clear messaging

- ☐ Design that is memorable at high speeds
- ☐ Adheres to brand guidelines

- **Yard Signs**

- ☐ Clear branding
- ☐ Indicates presence in the area

- **Additional Signage**

- ☐ Feather flags
- ☐ Door hangers

By following this checklist, you can ensure that your brand's marketing materials are consistent, professional, and effective in reaching and engaging customers.