brand guidance
checklist

- [ ] what's your vision? (aka The Real You!)

- [ ] who's attention do you want to get?

- [ ] style your logo & look: color, pattern, font

- [ ] stay consistent: social media, blog, photos, filters

- [ ] think about creating a super easy Wix or Squarespace page

- [ ] plan your brand launch & marketing events!

collateral
for every business

imagine the ways to promote!

- [ ] business cards
- [ ] brochures
- [ ] postcards
- [ ] bookmarks

- [ ] invites
- [ ] welcome kits
- [ ] stationary
- [ ] stickers