Branding
Checklist

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	Check	Comment
1.	**Core Brand Assets** (Foundational – applies to almost all businesses)	
	Corporate logo – stacked & horizontal formats	
	Favicon (website browser tab)	
	Social media (square format): Meta, LinkedIn, TikTok, YouTube, Pinterest, X, WhatsApp etc	
	Social media banner	
	Logos for products & sub-brands	
2.	**Digital Presence** (High-visibility, day-to-day touchpoints)	
	Website update	
	Email signature	
	Email & newsletter templates	
	Canva brand hub	
	Social media brand templates	
	Video thumbnail template updated	
	Short-form video templates profiles (Reels, TikTok, Shorts)	

	Check	Comment
3.	**Platforms & Systems** (Often missed, but very visible)	
	Google Business Profile update	
	Invoice template & accounting system	
	CRM / project management system update	
	Automated emails (nurture sequences, confirmations & templates)	
	Client dashboards or portals	
	Ad platforms: Meta, Google, TikTok, LinkedIn	
4.	**Marketing & Sales Assets** (Client-facing materials)	
	Business cards or digital business cards	
	Proposals & presentation templates	
	Presentation folders	
	Brochures	
	Corporate profile	
	Direct mail pieces (if used)	

	Check	Comment
5.	**Physical & On-Site Branding** (If applicable)	
	Street signage	
	Vehicle graphics	
	Reception signage	
	Uniforms / t-shirts / caps	
	Logo stickers	
	Delivery stickers	
	Packaging (bags, boxes, product packaging)	
6.	**Internal & Operational Assets** (Internal consistency)	
	Internal document templates	
	Reporting templates	
	Brand introduction assets for staff (if rebrand)	
	Brand style guide	

	Check	Comment
7.	**Optional / Advanced** (Not required for all businesses)	
	Trade show or display stands	
	Merchandising stands	
	Badges	
	Screen savers	
	Calendars	
	Competition forms	
	Pull-up banners	
	Event page / promotional material	
	Posters / messaging	

Notes:

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Next steps

Need some help with your brand story, logo, design, formats ormessaging? Explore the fit with a 20 minute discovery call, where we will covergetting clarity on where you are right now:

- how to be strategic in your marketing
- an overview on how to get leads coming to you
- some opportunities to work on
- discuss if and how Alexanders might help you

Let's talk | Branding | Graphic Design

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Rachel Alexander is CEO of Alexanders Digital Marketing.
Based in Christchurch, Alexanders services clients fromInvercargill to Auckland supporting them with web design andmarketing, Analytics, Google Ads, SEO and marketing projects

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