BRINGING A BRAND TO LIFE

Whether you’re designing a new logo to launch a business or modifying an existing one to rebrand and revitalize your corporate identity, the impact of this activity on your budget and timeline can be very significant. The worksheet below illustrates the types of advertising and marketing material that may be affected by a new brand identity. It’s a great checklist to help you bring your new brand to life.

CORPORATE IDENTITY & TAGLINE

- Positioning & strategic development
- Logo development
- Tagline development

STATIONERY

- Business cards
- Letterhead
  - *Electronic, printed*
- Envelope
- Form templates
  - *Invoice, fax cover sheet, memos*
- Email signature
- PowerPoint template(s)
- Presentation folder

SIGNAGE

- Exterior
  - *Building, parking lot*
- Interior
  - *Lobby, washroom, offices/boardroom, cafeteria*
- Truck graphics
- Uniforms

ONLINE MARKETING

- Website
- Social media
  - *Images & wallpaper*
- Banner ads
- e-Newsletter templates

PROMOTION

- Tradeshows
- Giveaways
- Banners
- POP displays

PACKAGING

- Labels
- Outer carton
- User/owner’s manuals

ADVERTISING & MEDIA

- Brochures
- Magazine/newspaper ads
- Fact/spec sheets
- Direct mail/coupons
- Tent cards
- Newsletters
- Annual report
- Billboards
- Radio spots
- TV spots
- Videos