Brand Implementation
CHECKLIST

You have a new brand or logo design. Now what? Keep your customer experience consistent and seamless by implementing your new logo, color palette and fonts in the following places.

Website & Social Media

- ☐ Website Header
- ☐ Website Footer
- ☐ Website Favicon
- ☐ Instagram Profile Pic
- ☐ Instagram Story Graphics
- ☐ Facebook Profile Pic
- ☐ Facebook Cover Photo
- ☐ Pinterest business account
- ☐ Email Newsletter
- ☐ Blog and Blog Graphics

Marketing Material

- ☐ Business Cards
- ☐ Brochures
- ☐ Invoices
- ☐ Pricing List
- ☐ Inquiry or Launch Packets
- ☐ Packaging
- ☐ Postcards / Notecards

Extra Sites

- ☐ LinkedIn
- ☐ Wedding Wire / The Knot
- ☐ Dribble / Portfolio Sites
- ☐ Creative Market / Etsy / Etc
- ☐ Paypal / Square / Stripe / Etc
- ☐ Customer Management Software (Honeybook / Dubsado / 17 Hats)
- ☐ Youtube / Vimeo

Last But Not Least

- ☐ Any websites that your logo may be used for marketing or affiliate purposes.
- ☐ Popular list sites / Community sites
- ☐ Friend's blogs or websites
- ☐ Client's websites