

Brand Elements



CHECKLIST

ITEMS I MIGHT NEED TO OUTSOURCE ARE _____

MY DEADLINE TO GATHER THESE ELEMENTS IS _____

- ☐ 1 Determine my brand's tone of voice
- ☐ 2 If I have a designer, ask them for advice on fonts
Otherwise you can determine this within the Wix website builder.
- ☐ 3 Get a list of my core and secondary brand colours as Hex codes
- ☐ 4 Book in a brand photoshoot if need be/take a good head shot
- ☐ 5 Get my logos in order
 - ☐ Master logo
 - ☐ Social media icon/logo
 - ☐ Favicon
 - ☐ Get each of the above in colour/black/white
 - ☐ They are given to me as png files on a clear background
- ☐ 6 Save all notes and files in my WEBSITE folder