

Branding Quickstart Checklist

Design an effective and memorable brand

Project Overview

Client	Introduce the client and their vision for the brand	Team
		Assigned Team or Department: Add here
		Point Person: Add name and role here
Milestones	<ul style="list-style-type: none">• Milestone 1: MM/DD/YYYY• Milestone 2: MM/DD/YYYY• Target Completion: MM/DD/YYYY	Contact Details
		123-456-7890 hello@reallygreatsite.com

Project Checklist

Tasks	Output or Resources (Add as links)	Status
Brand Creation		
Complete the client interview	Brand Questionnaire Form	<input type="checkbox"/>
Identify the target audience	Customer Persona	<input type="checkbox"/>
Conduct industry research	Brand Research	<input type="checkbox"/>
Decide on the brand name and tagline	Brand Pitch Deck	<input type="checkbox"/>

Create the main and secondary logos	Logo Development Deck	<input type="checkbox"/>
Select typography	Brand Kit	<input type="checkbox"/>
Select the color palette		<input type="checkbox"/>
Develop the brand tone and voice	Copy Guidelines	<input type="checkbox"/>
Collate brand assets and guidelines	Brand Board	<input type="checkbox"/>

Brand Establishment

Develop a marketing plan	Brand Strategy Deck	<input type="checkbox"/>
Choose marketing channels	Content Strategy	<input type="checkbox"/>
Design social media templates	Template Folder	<input type="checkbox"/>
Schedule posts	Content Calendar	<input type="checkbox"/>
Send out newsletters	Email Newsletter Template	<input type="checkbox"/>
Create a website	Website	<input type="checkbox"/>

Brand Evaluation

Analyze metrics	Project Retrospective	<input type="checkbox"/>
Gather feedback	Client Testimonials	<input type="checkbox"/>