

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.

This worksheet 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 AND TAGLINE

- Positioning and strategic development
- Logo development
- Tagline development

STATIONERY

- Business cards
- Letterhead - electronic, printed
- Envelopes
- Form templates
- Invoice, fax cover sheet, memos
- Email signature
- PowerPoint template(s)
- Presentation folder
- CRM or Systems branding which require logo and contact information i.e. (XERO, SALESFORCE, RMS)

SIGNAGE

- Exterior - building, parking lot
- Interior - lobby, washroom, offices/boardroom, cafeteria
- Vehicle graphics
- Uniforms

ONLINE MARKETING

- Website
- Social media
- Images and wallpaper
- Banner ads
- e-Newsletter template
- Google or Yellow Pages

PROMOTION

- Tradeshow booth
- Giveaways
- Banners
- POP displays

PACKAGING

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

ADVERTISING

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



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