



mino

DESIGN & DIGITAL STUDIO

ESSENTIAL

BRAND CHECKLIST

MINODESIGNANDDIGITAL.COM.AU

BEFORE YOU START

REGISTER YOUR BUSINESS NAME AND
CHECK YOUR DOMAIN NAME IS AVAILABLE

1**BRAND STRATEGY**

- Write a mission statement
- Identify your brand values, target audience and niche
- Identify how you will reach your audience
- Create an inspiration board with ideas or an inspiration list with links to other brands or websites that appeal to you.

SETUP ACCOUNTS NOW

- PURCHASE YOUR DOMAIN NAME AND HOSTING
- SETUP YOUR EMAIL ADDRESSES
- CREATE A GOOGLE ACCOUNT
- CREATE A GOOGLE ANALYTICS ACCOUNT
- CREATE A GOOGLE MY BUSINESS ACCOUNT
- SETUP YOUR SOCIAL MEDIA ACCOUNTS
- SETUP EMAIL MARKETING ACCOUNT

3**PRINT****CORPORATE STATIONERY**

- Business Card
- Letterhead
- With Comps Slip
- Email Signature

MARKETING COLLATERAL (IF APPLICABLE)

- Product catalogues
- Brochures
- Promotional / Marketing Material
- Flyers
- Magazines
- Signage



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2**BRAND IDENTITY**

- Logo design
- Colour palette
- Font preferences
- Custom icons
- Patterns/textures
- Customised photography/imagery
- Brand guidelines
- Copywriting

4**DIGITAL****CORPORATE STATIONERY**

- Website
- Opt-in/ebook
- Email newsletter design
- Social Media profile pictures
- Social Media timeline images

MARKETING COLLATERAL (IF APPLICABLE)

- Social media ads/graphics
- Digital marketing imagery

BRAND MAINTENANCE

- IDEA GENERATION AND BRAINSTORMING
- CONSISTENCY
- SOCIAL MEDIA ADS
- SOCIAL MEDIA GRAPHICS
- BLOG POST GRAPHICS
- MONTHLY EMAIL NEWSLETTER DESIGN
- MONTHLY PRINT MAILOUTS