



INTRODUCING A NEW BRAND LOGO

Whether you're designing a new logo to launch a business or modifying an existing one to rebrand your corporate identity, the impact of this activity on your budget and timeline can be very significant. The worksheet below illustrates the types of advertising and marketing material that may be affected by a new logo release.

It's a great checklist to help you bring your new brand to life!

CORPORATE IDENTITY & TAGLINE

- Download New Logo
.JPG, .PNG, .AI, & .EPS files
- Download Brand Guidelines if applicable
- Branding Review with existing co-brand opportunities

STATIONERY

- Business Cards
- Letterhead
- Envelopes
- Form templates
- Email signature
- Presentation Templates
- Presentation Folders

SIGNAGE

- Exterior
Building, window decals
- Interior
Displays, awards
- Vehicle Graphics
- Uniforms

ONLINE MARKETING

- Website updates
- Social media
References, headers, affiliations
- Digital Ads
- Newsletter templates

PROMOTION

- Show booth display
- Promotional items
- Banners

ADVERTISING & MEDIA

- Brochures
- Directory/newspaper ads
- Direct mail designs
- Billboards
- Billboards
- Videos
- COTY Awards
- ACE Awards