



BRAND CONSISTENCY CHECKLIST

BRAND IDENTITY

- Logo Design
- Style guide specifying fonts & colours
- Photography (your headshot & lifestyle images)

ONLINE PRESENCE

- Email Signature
- Facebook Profile & Cover images
- Social Media Images for promotion
- Website Design including Blog
- eBook Design
- Email Newsletter Template
- Podcast Artwork
- Blog Post images
- Thank you page
- Automated Emails
- Advertising

BUSINESS COLLATERAL

- Proposal & Contract
- Invoices & Price Lists
- Packaging including stickers
- Business Cards
- Promotional Postcards