



Branding Your Company

Your brand is your promise to your customer. It tells them who you are and what they can expect from your product or services. The foundation of your brand is your logo, your website, your social media. Your packaging and promotional materials--all of which should integrate your "look"--communicate your brand. Use this checklist to help develop the consistency of "look" and message that helps your customer recognize and trust your brand.

- o Develop graphics folder

Platform	Cover Photo	Profile Photo	Content Photo	Background Photo	Board Display	Done
Facebook	851 x 315	180 x 180	1200 x 628	NA	NA	<input type="checkbox"/>
Pinterest	NA	165 x 65	236 x unl	NA	222 x 150	<input type="checkbox"/>
YouTube	2560 x 1440	800 x 800	1280 x 760	NA	NA	<input type="checkbox"/>
LinkedIn	974 x 330	400 x 400	646 x 220	1400 x 425	NA	<input type="checkbox"/>

- o Develop Color and Text Guidelines

Hex Color Numbers	RGB Color Numbers	Fonts Used

- o Develop Tagline

- Read Discover your core message, Chapter 2: Duct Tape Marketing
- Develop tagline

- o Tell Your Story (Bio, History, Mission Statement)

- About your company and you

- o Develop Citation Guide

- Name
- Address
- Locations

- o Graphics

- Headshots
- Workshop
- Projects