

The background of the image shows a wooden desk with a pair of glasses and a laptop. The text is overlaid on a white, angular shape that cuts across the desk.

SMALL BUSINESS BRAND IDENTITY CHECKLIST



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Hey there!

I'm Mikaela, and I'm here to help you start and grow a business of your own.

Are you finding it difficult to start because you're overwhelmed, under-skilled, unsure or unprepared? Are you determined to create a business that allows you more flexibility and freedom in your life and career, but have no idea where to even begin?

I'll help you cut through the bullshit so you can start creating your dream business TODAY. No more daydreaming or procrastinating, it's time to jump in.

How to use this checklist

This list is exhaustive - **don't let it scare you.**

It covers every little thing that you might possibly need to create your brand collateral and doesn't leave anything out, so think of it as a master list that you work through to determine what you need.

You can use this list digitally (just click the boxes to tick them off!), or you could print it out and pop it in a branding folder that you create.

Good luck!

SMALL BUSINESS BRAND IDENTITY CHECKLIST

Use digitally or print off and use when developing your brand identity

LOGOS

Main Logo

Alternate colour logo

Horizontal Logo

Vertical Logo

Square Logo

Black and White logo

Greyscale Logo

STATIONERY

Business Cards

Letterhead

With Compliments slip

Newsletter header & footer

Email Signature

Stamps

Quotes/Invoices

SOCIAL MEDIA

Facebook page cover image

Facebook Page profile image

Instagram profile image

Twitter header photo

Twitter Profile photo

Pinterest profile image

Pinterest board display image

Google+ cover image

Google+ profile image

YouTube channel cover photo

YouTube profile image

Linked In background image

Linked In Profile image

Linked In logo

Linked In career cover photo

Linked In banner image

Tumblr profile image

CONTENT

Instagram "tiles"
 Facebook feed image
 Twitter in stream photo
 YouTube video upload stills

Pinterest Pin sizes
 Google+ shared image
 Tumblr image posts
 Blog post images

WEBSITE

Sidebar headers
 Sidebar links
 Badges and Banners

Blog post feature images
 Category images
 Social media icons

MARKETING

eBook covers
 Infographics
 Catalogue / Lookbook
 Brochures / Flyers

Online ads
 Offline ads
 Goodie bags / Swag

PACKAGING

Boxes
 Bags
 Tags

Stickers
 Labels
 Envelopes

OTHER ITEMS

Background textures
 Patterns
 Icons

Graphic embellishments / illustrations
 Style guide specifying colours & typefaces



Want more support?

Too many women are giving up on their creative business ideas because they are overwhelmed, under-skilled, unsure or unprepared. This is why I've created The Makers Academy.

I want to help you escape the daily grind, realise your potential, become your own boss and never look back.

More than 60 percent of small businesses cease operating within the first three years of starting.

I give you the tools and skills to plan, launch and grow your idea into a thriving business so you can become self-employed and stay that way.



GUIDANCE SESSIONS

One-on-one personal business training – only Makers Academy members have the opportunity for my personal guidance



MEMBERS FORUM

A dedicated area within the membership to connect and check-in, giving you the power of shared information



MONTHLY TRAININGS

Regular private trainings for members, covering new skills, strategies and techniques every month



COURSE LIBRARY

The business, blogging, photography and design classes are the backbone of The Makers Academy



LIVE EVENTS

Members-only live events with in-depth training, intensive planning and implementation sessions



MASTERMIND

An opportunity only given to Academy Members, every 6 months just 5 places are available to join the Mastermind

Want to know more?

Email me on info@themakerscollective.com.au
or head to www.themakers.academy



THE MAKERS ACADEMY