

# BRAND CHECKLIST

MARLEYCREATIVESTUDIOS.COM

## FOUNDATION

- Mission Statement
- Brand Values
- Ideal Client Description
- Copywriting

## VISUAL IDENTITY

- Logo
- Alternative Logo
- Submark
- Typography
- Color Palette
- Brand Guideline
- Image inspiration
- Icon style

## DIGITAL & PRINT ITEMS

- Website
- Email signature
- Business Cards
- Social Media Graphics
- Packaging

