



LOGO & PRINT IDENTITY PIECES

*Checklist*

MILLENNIAL MEDIA



# Introduction

## A VALUABLE RESOURCE FOR YOU

During the branding design process, there will be a constant stream of communication and information flowing back and forth between you and the production team. Things can become even more complex if you're working on multiple branding or content marketing projects simultaneously!

To help you maintain organization over the various components involved in this exciting endeavor, we've created this handy interactive checklist to be used as a reference guide over the course of your creative timeline.

While every item may not be needed for your particular project, we recommend keeping a copy of this list in an accessible location so it can be referred to easily during the various stages of the design process.

# Checklist

## LOGO ELEMENTS

- Exact Name to be used in logo
- Preferred colors, fonts, style, icons, or illustrations

## BUSINESS CARD ELEMENTS

- The exact name, title, and company / organization to be used on the card
- Tagline (optional)
- Logo and any preferred branding colors or fonts
- Contact info including website, email, phone number, and social media links
- Business Address (optional)
- Images or Other Free/Licensed Graphics to be used on card (optional)

# Checklist

## OTHER PRINT IDENTITY ELEMENTS

- Exact name, title, and company
- Contact info
- Logo and any preferred branding colors or fonts