

# BRAND YOUR OFFERING CHECKLIST

CHOOSE A COLOR PALETTE

# \_\_\_\_\_  
C \_\_\_\_\_  
M \_\_\_\_\_  
Y \_\_\_\_\_  
K \_\_\_\_\_

Current brand color

# \_\_\_\_\_  
C \_\_\_\_\_  
M \_\_\_\_\_  
Y \_\_\_\_\_  
K \_\_\_\_\_

Tint of brand color

# \_\_\_\_\_  
C \_\_\_\_\_  
M \_\_\_\_\_  
Y \_\_\_\_\_  
K \_\_\_\_\_

Shade of brand color

# \_\_\_\_\_  
C \_\_\_\_\_  
M \_\_\_\_\_  
Y \_\_\_\_\_  
K \_\_\_\_\_

Complimentary color

CHOOSE FONTS

.....  
Current brand font  
.....  
Current brand font

.....  
New brand font

CREATE AN INSPIRATION BOARD

DESIGN A LOGO

Sketch space. Get all your ideas down on paper!

○ ADD SOME "FLAIR"

Sketch space. Get all your ideas down on paper!

○ CREATE COLLATERAL ITEMS

Make a list of all the collateral items you'll need to create (worksheets, infographics, promo graphics, etc.)

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