

Four large, irregular red shapes are positioned in the corners of the page, resembling stylized leaves or petals. They are located in the top-left, top-right, bottom-left, and bottom-right corners.

Your guide to a branding checklist...



To invest money on a branding project before having these things finalised is risky, if these aren't checked off I won't start the project. This is so you don't WASTE money and I don't WASTE time. So swipe to see your must haves...

MUST haves -

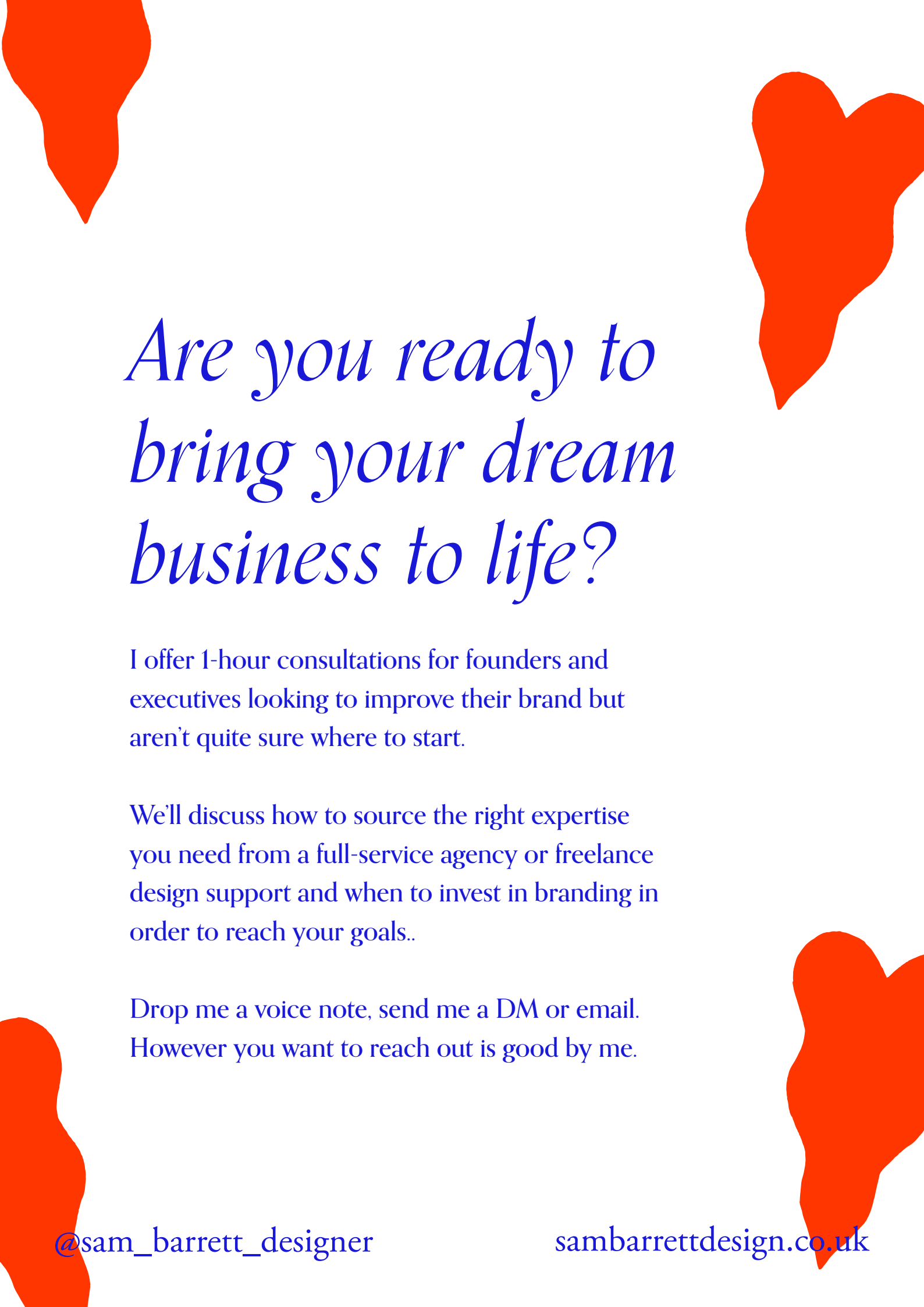
- ♥ Business name (purchased and licensed)
- ♥ Purchased domain name and social media handles
- ♥ Clear services and offerings
- ♥ Target audience & marketing strategy (this doesn't need to be complexed but you need to know your customer journey to understand how/where your brand will live)
- ♥ Industry research and competitors

Nice to haves -

- ♥ Brand messaging
- ♥ Copy for any documents you need designing
- ♥ Inspiration for visuals
- ♥ Mission/vision statement
- ♥ Core values

These are great to have, but to come up with all this on your own can be intimidating. Don't worry, some of these can be developed alongside your visual identity with a strategy session.

By working with me you'll be well-connected to a roster of specialists and professionals who have my gold-stamped seal of approval and can support in all aspects of branding your business.

The page features four large, irregular red shapes in the corners, resembling watercolor splashes or abstract brushstrokes. They are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

Are you ready to bring your dream business to life?

I offer 1-hour consultations for founders and executives looking to improve their brand but aren't quite sure where to start.

We'll discuss how to source the right expertise you need from a full-service agency or freelance design support and when to invest in branding in order to reach your goals..

Drop me a voice note, send me a DM or email. However you want to reach out is good by me.