

Blog Business Branding Checklist

BLOG

- Wordpress theme
- Fonts
- Color Scheme
- Header Image
- Logo
- Sidebar Images
- About section
- Stock images (posts)
- Writing style
- Page layouts
- Menu/navigation layout
- Social media icons
- Other icons
- Ads

EMAIL

- Email header
- Email signature
- Writing style
- Images

STATIONERY

- Business Cards
- Letterheads
- Writing stationery

MARKETING

- Flyers
- Brochures
- Other printed ads

SOCIAL MEDIA

FACEBOOK

- Facebook Page
- Cover Image
- Profile Image

- Page description/story
- Facebook ads
- Facebook shop images
- Event images
- Post images
- Other:

TWITTER

- Cover image
- Profile picture
- Description
- Tweet Images
- Other:

INSTAGRAM

- Profile picture
- Profile description
- Instagram mockup images
- Hashtag list
- Other:

PINTEREST

- Profile picture
- Profile description
- Color scheme for Pins
- At least 10 boards
- At least 10 Pins per board
- Board cover images
- One group board
- Other:

OTHER STUFF TO BRAND

-
-
-
-
-