



BRANDING CHECKLIST



Welcome!

Anyone who has spent time repairing something knows having the right tool for the job can be the difference between a five-minute task and a three-hour task.

Why should your branding and marketing materials be any different? Not having the right tools means you have to spend more time convincing customers to buy from you and less time actually running your business.

We created this checklist to make it easy to see at a glance where you need to focus your attention to attract more customers and grow your business.

Amelia and the S.t.a.r. Team



How To Use This Checklist

For each of the items listed, click on the box that fits best.

Love it: You already have this marketing material and it is working great to attract more customers or sell your products & services.

Fix it: You have this, but it isn't working, doesn't look good or needs to be updated.

Need it: You don't have this yet and need to have someone create it for you.

When you're done, save the checklist to your computer. If an item on this list doesn't apply to your business, you can skip it.

☑ If you have any questions, click here to email us.



BRAND FOUNDATION

Business Name
(Do you like your biz name?)

LOVE IT FIX IT NEED IT

Tagline/Slogan

LOVE IT FIX IT NEED IT

Color Palette

LOVE IT FIX IT NEED IT

Fonts (with copy of font files)

LOVE IT FIX IT NEED IT

 Primary Logo

LOVE IT FIX IT NEED IT

Logo (in vector format)

LOVE IT FIX IT NEED IT

Logo (vertical version)

LOVE IT FIX IT NEED IT

Logo (horizontal version)

LOVE IT FIX IT NEED IT

Simplified Logo

LOVE IT FIX IT NEED IT

Favicon (website icon)

LOVE IT FIX IT NEED IT

NOTES

PRINT MARKETING MATERIALS



Tri-fold brochures

Business cards

Post/note cards

Flyers

Catalogs

Other

Letterhead & Envelopes

Rack cards
(one panel brochure)

Thank you cards

Product packaging

Price lists

IN-STORE MARKETING MATERIALS

Interior signage

Posters

Company clothing

Exterior signage

Banners

Name tags

FARMERS MARKET & TRADESHOW GRAPHICS

Table signs & banners

Promotional products

WEBSITE

Website Design	LOVE IT	FIX IT	NEED IT	Mobile-friendly	LOVE IT	FIX IT	NEED IT
Home Page	LOVE IT	FIX IT	NEED IT	Products Page	LOVE IT	FIX IT	NEED IT
Portfolio or Gallery	LOVE IT	FIX IT	NEED IT	Services Page	LOVE IT	FIX IT	NEED IT
Testimonials	LOVE IT	FIX IT	NEED IT	FAQs	LOVE IT	FIX IT	NEED IT
About Us	LOVE IT	FIX IT	NEED IT	Contact Us	LOVE IT	FIX IT	NEED IT
Privacy Policy	LOVE IT	FIX IT	NEED IT	Terms & Conditions	LOVE IT	FIX IT	NEED IT
Blog	LOVE IT	FIX IT	NEED IT	DATE OF LAST BLOG POST			

PHOTOGRAPHY

Product/Service Photos	LOVE IT	FIX IT	NEED IT	Candid Working Photos	LOVE IT	FIX IT	NEED IT
Head Shots/ Portraits	LOVE IT	FIX IT	NEED IT	Stock Photos	LOVE IT	FIX IT	NEED IT

NOTES



ONLINE MARKETING

Podcast	LOVE IT	FIX IT	NEED IT	Podcast Cover Art	LOVE IT	FIX IT	NEED IT
Landing/Sales Pages	LOVE IT	FIX IT	NEED IT	Ebooks/workbooks	LOVE IT	FIX IT	NEED IT
E-courses	LOVE IT	FIX IT	NEED IT	Webinars	LOVE IT	FIX IT	NEED IT

NEWSLETTER

Newsletter Welcome Emails	LOVE IT	FIX IT	NEED IT	DATE OF LAST NEWSLETTER
Newsletter Design	LOVE IT	FIX IT	NEED IT	NUMBER OF NEWSLETTER SUBSCRIBERS

EMAIL

Email signature	LOVE IT	FIX IT	NEED IT	BRANDED EMAIL ADDRESS
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What's Next?

You've taken stock of what you have, what you want to fix and what you need.

Now it's time to get the right tools for the job.

The Business Essentials will help you attract more customers with effective marketing materials, optimized social media accounts, authentic branding and more.

Stop trying to make do with missing tools and start investing in your future with the essentials you need to make more sales.

[CLICK HERE TO LEARN MORE](#)

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SMALL TOWN AND RURAL



A Little About Us

Effective & Considerate Marketing

Small Town & Rural is a multi-generational, family-owned marketing and design agency based in rural Washington and Idaho. We're comprised of down-to-earth artists, writers, strategists and tech specialists on a mission to help hardworking small town and rural businesses thrive. We help you attract more customers, stand out from the competition, and make more sales through considerate marketing strategies, results-driven design and actionable education.

Our purpose is to help small town and rural businesses flourish. We believe in strengthening our neighbor's businesses so together we can strengthen our whole community and improve the local economy for all of us.

We believe every business owner should be in control of their own success, which is why we provide businesses with the knowledge and tools they need to succeed. You are the expert in your field, and we are the expert in ours.