

# START YOUR BUSINESS WITH THE ULTIMATE CORPORATE IDENTITY CHECKLIST!

This checklist will help you determine what you need when starting your business. In addition to the basic elements, you'll find a list of corporate identity materials that are useful to have. Please tick what you do/don't need and don't forget that you can always expand along the way. Not everything is needed from the start but make sure you take the time to go over this checklist. Your appearance is your calling card. Make sure this is correct or your target audience will choose your competitor.

## BASIC ELEMENTS

- Company name
- Core values
- Vision & Mission
- Who is your target audience
- Logo
- Website
- Social media accounts
  - Facebook
  - Instagram
  - LinkedIn
  - Other...

## CORPORATE IDENTITY MATERIALS

- Business card
- Letterhead
- Flyers (or brochure)
- Social media templates
- Adverts

## OTHER CORPORATE IDENTITY MATERIALS

- Envelope (unless you only send digitally)
- Compliments card
- Price lists
- Packaging
- Forms
- Newsletter (template)

## FOR A LATER STAGE

- Logo in/around the office building
- Flags
- Wrapping of the fleet
- Work clothes (if applicable)
- Pens
- Business gifts
- Other...

