

BRANDING CHECKLIST

MARKETING & BUSINESS ASSETS

- Core Values Posters / Signage
- Customer Service Charter / Signage
- Presentation Template
(PowerPoint, Google Slides or Canva)
- Word Document Templates
- Email Signature Design
- Posters & Infographics
- Flyers & Brochures
- Packaging Design
- Signage & Banners
- Landing Page Design
- Business Cards & Stationery
- Email Marketing Templates
- Social Media Ads & Graphics
- Digital & Print Advertisements
- Newsletters & Digital Magazines
- Social Media Branding & Templates

INTERNAL COMMUNICATIONS

- Employee Handbooks
- Training Manuals & Guides
- Company Reports
- Teams / Zoom Backgrounds
- Proposal Templates
- Internal Newsletters
- Work Culture & Values Infographics
- Workplace Safety Posters
- Office Wall Art & Motivation Graphics

SPECIALISED VISUAL CONTENT

- Animated GIFs & Stop Motion Graphics
- Branded Stock Photography
- Custom Icons & Illustrations
- Infographic Design
- Interactive PDFs
- E-book & Whitepaper Layouts

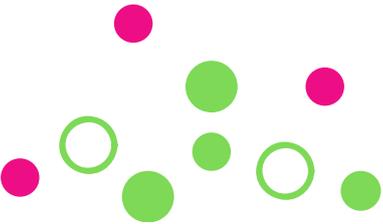
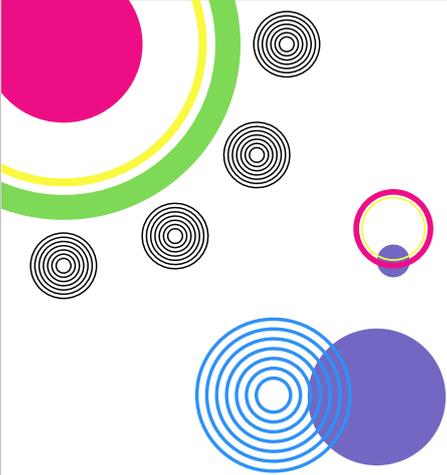
BRAND GUIDES ESSENTIALS

- Brand Identity
- Logo Design / Logo Preparation
- Primary and Alternative Logos
- Mono Variation
- Size and Clear Space Guidelines
- Background Control and Common Errors
- Typography
- Approved Typefaces,
primary & secondary fonts
- Weights and Hierarchy Guidelines
- Common Errors to Avoid
- Brand Colours
- Primary and Secondary Colour Palettes
- Using Tints and Approved Pairings

PHOTOGRAPHY

- Headshots & Portraits
- Event Photography
- Corporate Lifestyle Photography
- Conference & Keynote Photography
- Workplace & Office Photography
- Commercial Industrial photography
- Product Photography
- Visual Aid Photography
for employee training
- Real Estate Photography
- Editorial & Reportage Photography
- Studio Photography
- Team Photoshoots
- Sports & Action Photography

PACKAGE OPTIONS

	<p>ESSENTIAL BRAND PACKAGE</p> <p>Includes</p> <ul style="list-style-type: none">• 10 headshots• a basic brand guide• 10 product photos• Core values poster.• Basic Brand Guide <p><i>Logo use, Type faces, Brand colours</i></p> <p>500 minutes</p>
	<p>PROFESSIONAL BRAND PACKAGE</p> <p>Includes</p> <ul style="list-style-type: none">15 headshots,15 email signaturesa mid-size brand guidea core values postera customer service charter postera first aid and fire wardens postertwo OH&S posters <p>900 minutes</p>
	<p>CORPORATE BRAND PACKAGE</p> <p>All services of your choice</p> <p>3 hours a week embedded as your photographer/graphic designer</p> <p>1500 minutes</p>