

# *Startup Success*

## PRO BRANDING CHECKLIST

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MODULE 2 // Visual Branding

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- Clearly identify WHO you're designing your brand for.
- Choose 3 - 5 keywords to describe FEELINGS your branding will inspire in potential customers.
- Find images that represent your brand's keywords.
- Choose a color palette for your brand.
- Create your brand's mood board.
- Select your brand's fonts. (header, body, and accent)
- Design your logo.
- Create your brand style guide.
- Create templates for documents, social media posts, blog headers, email signatures, etc.