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Small Business Branding Package Checklist

What to ask for, and what to receive, when you buy a branding package.

Identity essentials

- [ ] Logo concepts (how many?)
- [ ] Revision rounds (how many?)
- [ ] Color palette with codes
- [ ] Fonts for headings and text
- [ ] Tagline and short description

Files you should receive

- [ ] Vector logo (SVG, AI or EPS)
- [ ] PNG with transparent background
- [ ] Print-ready PDF
- [ ] Versions for light and dark backgrounds
- [ ] One-color version

Brand guidelines

- [ ] Logo clear space and minimum size
- [ ] Color and font usage
- [ ] Tone of voice notes
- [ ] Do and do not examples

Print materials

- [ ] Business cards
- [ ] Banners, rollups or vinyl signs
- [ ] Brochure or flyer
- [ ] Envelope or letterhead
- [ ] Print-ready files with bleed

Digital materials

- [ ] Website design
- [ ] Email signature
- [ ] Social media templates
- [ ] Ad sizes for campaigns
- [ ] Favicon

Ask the designer

- [ ] Who owns the final designs?
- [ ] Is one designer on my project?
- [ ] How long will it take?
- [ ] What is not included?
- [ ] Can I see similar past work?

Business name: _____

What we do: _____

Three brands we like: _____

Deadline: _____

Budget range: _____

See the package levels and prices at cobanner.com/buy/small-business-branding-packages/ or ask for a custom quote at hello@cobanner.com.