

# COLLATERAL CHECKLIST

It is a pretty great feeling having a new brand for your business that finally encompasses the vision and direction you want to take it. So now it's time to start phasing out your old branding materials and replacing them with new ones.

A good exercise is to sit down and write out everything that your clients come into contact with that represents your business. We've also created this checklist to help you identify collateral you may need to update with your new branding.

- Business cards
- Office Stationery / Letterhead
- Notecards
- Envelopes
- Postcards
- Stickers
- Stamps
- Social Media Banners / Graphics
- Pricing Sheets
- Investment Catalogs
- Sales Sheets
- Mailing Boxes
- Standing Banners
- Gift Bags
- Tissue Paper
- Workbooks
- Welcome Packet
- Signage
- Email Signature
- Newsletters
- Blog Graphics
- Pinterest Graphics
- Opt-in pages / pop-ups
- Product hang tags / labels
- Custom USBs
- Vehicle wraps / vinyls

