



## Checklist 2: Business Branding Setup Checklist

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Branding your business correctly from the start is much better than consistent changes and catching up on unbranded pages and social media sites. Use this checklist to get all the information, graphics and descriptions you need in one place.*

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | Create a tagline that you can use on your blog, social profiles and images.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Write a short description about your company / your goals / yourself. (Use one or all)   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Create or outsource on Fiverr a professional logo for your website/brand and ensure that all files are in editable PDF or PNG.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | For personal branding create a PNG image of you that you can overlay onto any image you wish. Stand behind a solid colour wall, take a photo and remove the background. (can be outsourced)                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Using Photoshop or Canva create all the branding images you need.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Create a Facebook Page Cover photo size: 1200 x 675 desktop This is the best flexible size. For Mobile, Width size is 640 x 360 so do not put important details like logos on the edge. Test on your mobile after uploading. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Create A Facebook Group Cover Photo (1640px X 859px)   | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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|----|---|--------------------------|--------------------------|
| 8  | Create A Facebook Ad Template (1200px X 628px)  | <input type="checkbox"/> | <input type="checkbox"/> |
| 9  | Create A Facebook Fan Page Profile Image (160px X 160px) (Use a large high quality image: Exampe 1600px X 1600px) | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Create A Twitter Background (1500px X 500px)  | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Create A YouTube Background (2560px X 1440px)   | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Create A Google+ Background (1080px X 608px) (Your Facebook Fanpage Cover Should Work)                            | <input type="checkbox"/> | <input type="checkbox"/> |

*\* TIP - You can use sites like StockSnap.io to find suitable images for social media images. Overlay your logo and personal photo, add your tagline and you are done. If you would like a step by step video training guide and checklist on using Canva, see our Canva checklists.*

*Notes*