

LOGO EXECUTION CHECKLIST

DIGITAL

- Website
- Favicon
- Email header
- Drip email campaigns
- Personal email signature
- (As a mark) In your gmail photo
- Instagram profile photo
- Facebook profile photo
- Twitter profile photo
- TikTok profile photo
- Invoices
- Word documents/letterhead
- PowerPoint / Google slide decks
- Your Hubspot landing pages
- Webinar collateral
- Create a TikTok video explaining how you decided on your logo
- Share it to your Facebook page and tell the story of your brand
- Show behind-the-scenes of creating it from scratch

SWAG

- Tee-shirts (we love rebel ink)
- Hoodies or 3/4 zip ups
- Stickers (we like moo and sticker mule)
- Pens
- Pencils
- Notebooks
- Waterbottles
- Coffee Mug
- Hats
- Totes
- Speaker
- Phone charger
- Sunglasses
- Coasters

PRINT

- Business cards
- Add it as a decal to your car
- Use it in signage for your business
- Create a "thank you" postcard
- Price lists
- Business collateral
- Receipts
- Tradeshow banners and booth setups
- Sticky notes
- Create a rubber stamp
- Return mailing stamp
- Product packaging
- Custom shipping tissue paper
- Custom shipping mailers

ODDS+ENDS

- Get a tattoo (a less expensive/permanent approach: get temporary tattoos)
- Wrap your vehicle in your brand colors + logo
- Custom wallpaper with logo
- Dog bandana
- Use it on a local escalator (for both advertising + brand awareness)
- Put it on the side of a bus
- Create a billboard

finn AND
gray

BRANDING • WEB • PHOTOGRAPHY