BRANDWEAVE - FREE RESOURCE

Brand Launch Checklist

Tick each item as you go. brandweave.digital

1. Strategy

- [ ] Define your target audience in one sentence
- [ ] Write your brand promise and three brand values
- [ ] List your top three competitors and how you differ
- [ ] Agree on your brand personality (e.g. bold, calm, playful)

2. Logo & identity

- [ ] Primary logo (horizontal and stacked)
- [ ] Icon / favicon version
- [ ] Black, white and colour versions
- [ ] Logo files: SVG, PNG (transparent), PDF
- [ ] Colour palette with HEX, RGB and CMYK values
- [ ] Primary and secondary fonts, with licences

3. Brand guidelines

- [ ] Logo usage rules and clear space
- [ ] Colour and typography rules
- [ ] Photography and image style
- [ ] Tone of voice with examples
- [ ] Do and don't examples

4. Everyday assets

- [ ] Business cards
- [ ] Email signature
- [ ] Letterhead and invoice template
- [ ] Presentation template
- [ ] Social media post templates

5. Online presence

- [ ] Register your domain name
- [ ] Set up a professional business email
- [ ] Claim social media handles on every platform

- [ ] Update profile photos, bios and links
- [ ] Create or update your Google Business Profile

6. Launch

- [ ] Update your website with the new identity
- [ ] Prepare launch announcement posts
- [ ] Tell existing customers and partners
- [ ] Replace old assets (signage, packaging, documents)
- [ ] Brief your team on the new guidelines

Need help? Brandweave builds websites, brands, SEO & GEO and social content.
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