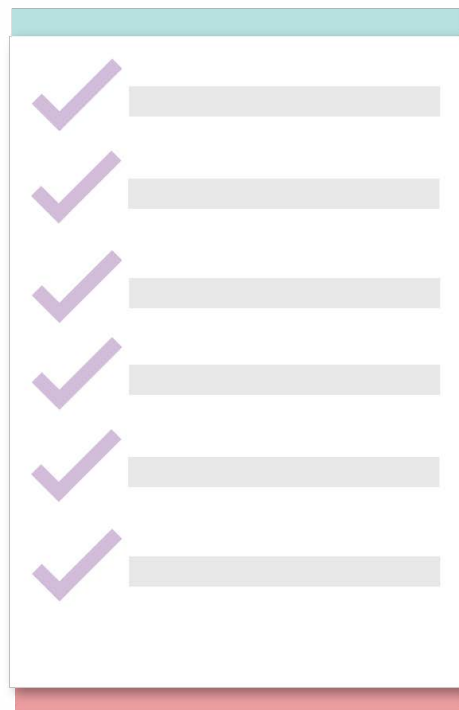


the
BUSINESS
BRANDING
ESSENTIALS
checklist



BUSINESS BRANDING ESSENTIALS

1

CREATE A BRAND CONCEPT

Choose your brand concept words, develop a visual brand statement, & create a brand mood board to help guide your entire design process.

2

DECIDE YOUR DETAILS

This is about deciding the elements that will help tell the story of your brand (*colors + shapes vs. lines vs. boxes vs. brush strokes vs. paint strokes, etc.*)

3

FIND YOUR FONT

In this step you find a combo of fonts (2, no more than 3) that help express the visual concept behind your brand. Opposites attract here.

4

CREATE YOU LOGO

Here you put your brand concept & elements to work and use them to dictate the style of your logo. I recommend making a font based logo.

5

MAKE A BRAND STYLE GUIDE

In this step you put your official brand concept words, colors, element details, and logo in one document to guide you from here on out.

6

CREATE SOCIAL MEDIA TEMPLATES

Now use your brand style guide to begin creating different graphics for your social media outlets. Think quote & image templates.

7

CREATE BLOG POSTS TEMPLATES

Build upon the previous step by creating blog post graphics which will help give color & life to your website + use them on Pinterest.

8

MAKE CATEGORY BUTTONS

This is also about building out a branded website. Create category, resource, or content upgrade buttons to display throughout your site.

9

ADD ELEMENTS TO YOUR WEBSITE

Now that all your branded collateral has been created, take time to add your colors, play with the page layouts and add them to your site.

HEY THERE, I'M YURI!

HERE TO HELP YOU
DIY YOUR SIDE HUSTLE
ONE SMART STEP
AT A TIME



WHO I'M HERE FOR

I teach how to create digital products in order to generate passive income online - helping you run a side hustle on auto pilot.

YOUR CURRENT STEP

Use this *Business Branding Essentials Checklist* to discover the quintessential branding elements needed to run a modern online business today.

YOUR NEXT STEP

The DIY Side Hustle Starter Guide || STAGE 2: BUILD YOUR BRAND



CHECK OUT THE GUIDE HERE

VIA YURI.COM