Lamphills

Branding Package Checklist

1. Logo Design

- Primary Logo
- Secondary Logo (Alternative Layout)
- Logo Variations (Color, Monochrome, Inverted)
- Favicon

2. Color Palette

- Primary Colors
- Secondary Colors
- Accent Colors
- Color Codes (HEX, RGB, CMYK)

3. Typography

- Primary Font (Headlines)
- Secondary Font (Body Text)
- Font Sizes and Weights
- Web-safe Fonts

4. Brand Guidelines

- Logo Usage Guidelines
- Color Usage Guidelines
- Typography Guidelines
- Image and Iconography Style
- Tone and Voice

5. Stationery Design

- Business Cards
- Letterhead
- Envelope Design

- Email Signature

6. Marketing Materials

- Brochures
- Flyers
- Posters
- Social Media Templates
- Presentation Templates

7. Digital Assets

- Website Design Mockups
- Social Media Profile Graphics
- Email Newsletter Templates
- Digital Ad Templates

8. Packaging Design

- Product Packaging
- Labels and Tags
- Shopping Bags
- Product Inserts

9. Brand Collateral

- Merchandise (T-shirts, Mugs, etc.)
- Signage (Banners, Storefront Signs)
- Trade Show Booth Design
- Vehicle Wrap Design

10. Final Deliverables

- High-Resolution Files (AI, EPS, PNG, JPG)
- Web-Optimized Files
- Editable Source Files (for future updates)