



**Branding Consultation Checklist**

**Overview:** The design-process can be overwhelming for many entrepreneurs endeavoring to get the right message out to their target market. Whether you are at the beginning stages of your business or need to reset the foundation, I am here to STREAMLINE that process. I developed this step-by-step set of guidelines to ensure that your Brand & Message ultimately work for you!

**Step 1:** *“Getting to know you”*

1. What is the name of your Business/Organization? \_\_\_\_\_  
\_\_\_\_\_.
2. What kind of services do you offer or specialize in? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.
3. What is your mission/value statement or what are you trying to accomplish? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.
4. a) What are the demographics of your target audience? (i.e. sex, race, age, income, location...)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.
- b) What kind of people are they? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.
5. Is there anything else that makes you unique/different that you would like to convey?  
\_\_\_\_\_  
\_\_\_\_\_.

**Step 2:** *“Gathering materials & preparation”*

1. Copy: I need the copy you would like to have in your marketing materials to be in digitized format (i.e., Microsoft Works or Word). I'd be more than happy to consult you on any previously written material or we can arrange to have new material written.
2. Assets: Any elements that you have had previously created that you would like me to include in your new materials.
3. Examples: Any concepts that you have seen in magazines, on the web, or any other printed materials that might inspire our project together!
4. Color Scheme: One of the most important factors in creating consistency & recognition within your Brand. This is where I use my expertise to develop the proper color combinations that are

both aesthetically pleasing and speak directly to your target audience. If you keep going with the same brand/theme, eventually you will become instantly recognizable. Recognition also portrays a sense of reliability.

**Step 3: “The Creation Phase”**

1. Based on your evaluation, I will create a price quote for what you are looking to create. This may fall into one of my prepackaged offerings or I can customize one to fit your needs!
2. After the 50% \*deposit is made, you will receive an invoice and we begin immediately in the creation of your BIG VISION.
3. We go over what has been created and go through the revision process so you are getting exactly what you want!
4. Now you are setup for SUCCESS...

If you have any questions at all, please feel free to ask me!  
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\*A deposit of 50% is required to cover time and/or printing costs and is non-refundable.  
www.RfactorGraffix.com