

# Branding Vendor Checklist

## Vendor Information

Name:	
Phone:	Website:
Email:	
Brand Package Name:	
Custom Solution Available?	
Free Consultation?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Post consultation I felt...	

## Background Meeting

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Meeting to get to know me and discuss my company background including:
<input type="checkbox"/>	<input type="checkbox"/>	Company purpose and goals
<input type="checkbox"/>	<input type="checkbox"/>	Company (and my personal) values
<input type="checkbox"/>	<input type="checkbox"/>	Online presence assessment (current website, social media, review sites)

## Market Analysis

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Target customers defined
<input type="checkbox"/>	<input type="checkbox"/>	Competitor assessment (reviewed with me)

## Values + Differentiation

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Defines your company value proposition
<input type="checkbox"/>	<input type="checkbox"/>	Defines your company differentiators

## Brand Story

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Defines your brand voice and tone
<input type="checkbox"/>	<input type="checkbox"/>	Defines your brand values
<input type="checkbox"/>	<input type="checkbox"/>	Writes your brand story

## Visual Brand

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Logo and mark created
<input type="checkbox"/>	<input type="checkbox"/>	Logo and mark provided in color, black, and white, and in multiple file formats including .ai
<input type="checkbox"/>	<input type="checkbox"/>	Colors and fonts included
<input type="checkbox"/>	<input type="checkbox"/>	Brand representation guide included