

Brand Assets Checklist

Consistency is important when it comes to your brand, so it's helpful to create your brand assets and have them ready when you need them. It will save you a ton of time down the road.

However, you do not have to create all or even any of these right now. Before you move on to the next lesson though, you will need a brand board and a logo. Then just keep this list handy for when you need it.

- BRAND DOCUMENTATION -

- ☐ **A brand board or branding guidelines document.** You can create a simple brand board in Canva or even in PowerPoint or Google Slides. Your brand board should contain your logo, color scheme, preferred fonts, and a few images that match your brand's style and personality.
- ☐ **A consistent color scheme.** Review your Pinterest searches and see if any recurrent themes crop up. Then take a color or two and plug them in to [Coolers.co](https://coolers.co) for a fun, fast way to build a color scheme you'll love. [ColorZilla.com](https://colorzilla.com) offers a browser extension for both Chrome and Firefox that will let you find the hex code for any color on a web page.

- LOGOS -

- ☐ **A horizontal logo.** Don't worry about making this overly complex or elaborate. A simple text logo is perfect. Do make sure it will look as good in black and white as it does in color, and consider creating both light and dark versions for added flexibility. Remember that you can always make an image smaller, but you cannot make it larger without losing quality, so design your logo in a larger format than you need. A good size is between 1000 and 2000 pixels wide.
- ☐ **A square logo.** Sometimes you won't have room for a full-width logo, so it's a good idea to create a square version. Aim for 1000 x 1000 pixels, and don't forget to create a dark and a light version.

- SOCIAL MEDIA TEMPLATES -

- ☐ **Branded social media templates.** If you'll be sharing your content on social media, then creating a few branded templates will save you time later. [Check this site for up-to-date sizes](#), then create the templates as you need. Note that you do not need to create all of these right now. You can always come back and build

them as needed.

- ☐ Facebook
 - Your personal feed header
 - Your page header
 - Your group header
- ☐ Instagram
 - Your personal feed
 - Stories
- ☐ Pinterest pins
- ☐ LinkedIn header
- ☐ Twitter
 - Header
 - Tweet images
- ☐ YouTube channel cover

- OTHER TEMPLATES -

- ☐ **Blog featured image template.** If you'll be blogging, and your blog featured image contains text or your logo, setting up a template ahead of time will make it easy to format and publish your posts down the road. Check your blog theme's documentation for the proper size.
- ☐ **Slide deck.** Creating courses or selling on a webinar? You'll need a branded slide deck. Check out Canva for ready to use templates.
- ☐ **Documents.** You can create simple document templates using Microsoft Word, or if you prefer something a little more creative, Canva is a good choice.