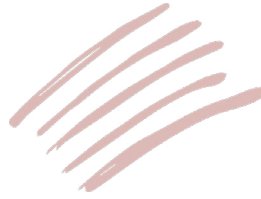


New Brand Launch Checklist



Announcement

- Letter to existing clients
- Email to full list
- Social media posts

Apparel

- Uniforms
- Swag

Profiles

- Social media accounts
- Email signature
- Bios (website, CRM, etc.)

Website

- Logo
- Color palette
- Fonts
- Graphics
- Copy
- Photography

Collateral

- Business cards
- Stationery
- Signage
- Vehicles
- Brochures
- Flyers
- Rack Cards

Social Media

- Profile pictures
- Bios / About
- Cover photos

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