



ENTREPRENEURSHIP
IS LIKE THE WILD WEST

**BE BRAND
READY**

Hi, I'm Jordan!

Looking to level up your small business with some killer branding? Well, hold your horses! Design isn't a magic wand, my friend. It takes some serious pre-work and knowing exactly what you want. So, saddle up and let BrandsByJordan.com break down the essential checklist before you hire that brand designer. Get ready to take on the never-ending brand universe!

I've been in the entrepreneurship whirlwind since 2016. I focus on branding and strategy.

Before you get excited about a website and logo (which I can help with btw), it's important to make sure your business is set up correctly.

Visit brandsbyjordan.com to learn about DIY branding + my white glove branding services.

First things first - you need to understand what a brand is.



brandsbyjordan.com

1. Learn and understand what a brand designer is and does.

A brand designer is a creative professional who develops and maintains the visual identity of a business or brand. They are responsible for crafting a cohesive and captivating brand experience through design elements such as logos, color palettes, typography, and imagery.

- Define what kind of designer you need. Is packaging involved? Simple logo?
- Check out their portfolio, understand the terms of their agreement(s). Check testimonials.
- Check name trademarks.

2. Define Your Business Goals: Unleash the Power of Clarity.

- Define your mission statement.
- Define your vision statement.
- Define your core values.
- Define your buyers.
- Define your product or service.
- Define what makes you different.
- Examine competition.
- Define brand personality, tone and voice.

3. Create a list of all branded collateral needed.

- LOGO DESIGNS needed:
 - Full Color Primary Logo (PDF, EPS, AI)
 - Full Color Primary Logo (PNG, transparent)
 - Black Primary Logo (PDF, EPS, AI)
 - Black Primary Logo (PNG, transparent)
 - White Primary Logo (PDF, EPS, AI)
 - White Primary Logo (PNG, transparent)
 - Origin Files (if working with a different designer)
 - Signature (vector format)
 - Watermark (PNG)
 - Email Signature Header (JPG 50)

☐ Social Media Artwork Needed:

- Facebook Page Cover Photo (JPG)*sizing:
<https://www.facebook.com/CoverPhotoSize>
- Facebook Group Cover Photo(1,640px by 856px)
- Facebook Group Prompts(1000 x 1000 pixels)
- Facebook Promotional Materials
- Facebook Ad Imagery (1,200 x 628 pixels)
- Facebook Page Profile Image(500 x 500 pixels)
- Instagram Profile Image (1000 x 1000 pixels)
- Instagram Quote Card Templates(1000 x 1000 pixels)
- Instagram Blog Post Templates(1000 x 1000 pixels)
- Instagram Ad Imagery (1080 x 1080 pixels)
- Twitter Profile Image (500 x 500 pixels)
- Twitter Quote Card Templates(1024 x 512 pixels)*some visuals may not apply to your specific offerings
- Twitter Blog Post Templates (1024 x 512 pixels)
- Twitter Profile Header (1500px x 500 pixels)
- Pinterest Profile Image (165 x 165 pixels)
- Pinterest Board Covers (217 x 146 pixels)
- Pinterest Quote Card Templates(735 pixels x adjusted to height)
- Pinterest Blog Post Templates(735 pixels x adjusted to height)
- YouTube Header Art (2560 x 1440 pixels)
- YouTube Thumbnail Templates(1280 x 720 pixels)

☐ Website Needs:

- Functional Website (Squarespace, Wordpress, Wix)
- Website Header (varies)
- Website Button Template (varies)
- Package/Product Name Images (varies)
- Sales Page Illustrations (varies)
- Blog Post Title Template (1000 x 500 pixels)
- Blog Guest Post Template (1000 x 500 pixels)
- Sidebar Ad (500 x 350 pixels)

☐ General Promotion Needs:

- Opt-In Cover Page (PDF, 8.5x11 in)
- Opt-In Interior Design (PDF, 8.5x11 in)
- Opt-In Promotional Image (1000 x 1000 pixels)
- Opt-In Facebook Ad (1,200 x 628 pixels)
- Opt-In Instagram Ad (1080 x 1080 pixels)
- Business Card Design (2 x 3.5 in)*other sizes available if you're feeling creative
- Brochure Designs (8.5 x 11 in)*other sizes available if you're feeling creative
- Product Packaging (varies)
- Printed Tags/Labels (varies)
- Book Cover (5.5 x 8.5 in, varies)
- Podcast Cover (1000 x 1000 pixels)
- Podcast Episode Templates(1000 x 1000 pixels)
- Podcast Guest Templates (1000 x 1000 pixels)
- Magazine/Newsletter Ad Design*size determined by publication
- Magazine/Pamphlet (8 3/8" x 10 7/8 in)

☐ Other:

- Swag: mugs, t-shirts
- Business Cards
- Packaging
- Stickers
- Presentation template (ppt or google slides)
- Insert your own:



4. You likely need PHOTOS! Web, social, etc.

- Interview photographers
- Connect your photographer with your brand designer
- Gather a shotlist

- Get branded photos of you doing your thing, photos of the space, not just headshots.

5. Get an understanding of what is involved and ensure your timeline allows enough time for revisions and back and forth.

- Are you writing the copy? Is it SEO optimized?
- Do you need an User Experience Designer?
- What is the call to action?
- How many revisions of the website do you get?
- What is the launch plan?
- What is the designers process?
- Who on your team needs to have a say?

This is just to get you started. The most important pieces of the above are knowing yourself and knowing your buyer. Without that, you can't communicate well to the expert, or anyone else for the matter.

I promise you will be grateful.

Need help? I have free templates in my community!

VISIT brandsbyjordan.com/community for more info.