





MARKETING MATERIALS

Create materials with consistent branding and conduct focus groups to ensure effective marketing materials.

 Logo / Branding		 Identity Assets		 Voice		 Marketing / Public Relations Plan	
<input type="checkbox"/>	Logo exploration	<input type="checkbox"/>	Signage	<input type="checkbox"/>	Tagline	<input type="checkbox"/>	Go-to-Market communications
<input type="checkbox"/>	Color palette	<input type="checkbox"/>	Business cards	<input type="checkbox"/>	Mission	<input type="checkbox"/>	Public relations (PR)
<input type="checkbox"/>	Photography	<input type="checkbox"/>	Letterhead	<input type="checkbox"/>	Value proposition	<input type="checkbox"/>	Social channels
<input type="checkbox"/>	Iconography	<input type="checkbox"/>	PPT template	<input type="checkbox"/>	Copy style	<input type="checkbox"/>	Events
<input type="checkbox"/>	Font, Typography	<input type="checkbox"/>	Folder				
		<input type="checkbox"/>	One-pagers				
		<input type="checkbox"/>	Tri-fold brochure				
		<input type="checkbox"/>	Website				