

# QUICK START BRAND GUIDE

You've got new branding, woo hoo! Follow the list below to checkoff and kickoff your new look.

## SOCIAL MEDIA

- Profile photos:** Update with a logo mark for quickest read. Bonus points if all your social media photos are the same so clients & customers instantly know it's you!
- Profile cover photos (Facebook, LinkedIn):** This could be a photo from a brand/product shoot, a stock photo that encompasses the feel of your brand, or if you're feeling creative, make something simple in Canva with an image and your brand mark or tagline overlaid. Ensure it's sized properly so nothing important is cut off or hidden on desktop or mobile view.

## WEBSITE

- Logo:** In your header, footer, and anywhere else it might be on your site.
- Site Colors & Fonts:** Best completed all in one sitting. You may have to adjust sizing of fonts and colors of individual items with your new palette. Most website platforms have a theme area where global site wide updates can be made but you will likely have to go into pages individually to adjust specific sections as well. Be sure to set aside ample time for you to complete this in order to proof every page and ensure everything looks as it should.
- Site Photos:** Can be done at same time as color and font update or as its own task. Use a mix of subject matter and crop to keep viewer interest as you work down each page.

## MARKETING

Update the following areas with your new logo, fonts and colors for a cohesive look across all your client touch points.

- CRM Platform**  
(Dubsado, Honeybook, etc)
- Email Marketing Platform**  
(Flodesk, Mailchimp, etc)
- Canva Brand:** Setup your brand so that everything is within reach
- Import/Update new Canva templates**
- Auto Respond Emails:** For inquiries, purchases, newsletter sign-up (could be in website or other platform)
- Email Footer**
- Google Docs** or any other document templates you may use

## PRINTED GOODS

- Business Cards**
- Promo Materials:**  
Things such as brochures, postcards, giveaway items (pens, notepads, etc.)
- Product Packaging**
- Order Insert Cards**
- Signage**

CHEERS ON YOUR NEW BRAND & THANK YOU FOR WORKING WITH PRAXIS DESIGN STUDIO

Feel free to email with any questions or future requests you may have!

