Brand Collateral Item Checklist

What is a collateral item? It's any physical or digital asset that is used to promote your brand. Collateral items should be consistent with your branding and share the same color palettes, fonts, patterns etc...

Why are branded collateral items important? They help promote your business, create brand consistency, impress your customers and create trust with them.

The Brand Collateral Item Checklist

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Here is a list of 40 digital and physical collateral items that you can use for your to help create brand consistency and promote you business.

Business Cards

Thank You Cards

Price Sheet

Contract

Invoice

Proposal

Social Media Icons

Patterns

Stickers

Labels

Tags

Magnets

Letterhead

Envelopes

Folders

Post Cards

Notebook

Packaging

Clothing

Bags

Hats

Brochures

Flyers

Advertisements

Invitations

Gift Cards

Holiday Card

Media Kit

Presentations

Handouts

Menus

Coasters

Bookmarks

Blog Post Templates

Email Newsletter Templates

Facebook Banner Graphics

Instagram Post Graphics

Instagram Story Graphics

Instragm Highlight Icons

Video