

The Brand Kit Checklist

15 things every business should own before it calls itself a brand. Not a logo. Not a vibe. The actual files, colors and rules that keep you looking like the same company on a website, a business card and a truck door.

How to use it: check every box you can honestly tick. Skip anything you're not sure about — that counts as a no. Score yourself on page 2.

01 Your logo — do you have all six files?

6 checks

- ☐ **Vector file** (.svg or .ai) — the master. Scales to a billboard without blurring.
- ☐ **Transparent PNG** — for placing over photos and colored backgrounds.
- ☐ **Horizontal and stacked versions** — one shape won't fit every space.
- ☐ **One-color version** — for embroidery, vinyl, stamps and anything printed cheap.
- ☐ **Favicon** (512×512) — the tiny icon in the browser tab.
- ☐ **Social profile crop** — tested inside a circle, because every platform crops to one.

If all you have is a JPEG from whoever made it, you don't own your logo. You own a picture of it.

02 Your colors

4 checks

- ☐ **2–3 core colors written down as hex codes** — not "our blue." The actual number.
- ☐ **A dark and a light neutral** — what your text and backgrounds actually use 90% of the time.
- ☐ **One accent color** — reserved for buttons and calls to action, and nothing else.
- ☐ **Contrast checked** — light gray text on white is invisible to a real share of your customers.

03 Your type

3 checks

- ☐ **One headline font, one body font** — two is a system. Five is a ransom note.
- ☐ **Both licensed for commercial use** — and available on the web, not just on one laptop.
- ☐ **A written rule for sizes** — headline, subhead, body. So every flyer isn't a fresh decision.

04 How it shows up

2 checks

- ☐ A photo style you stick to — real photos of real work beat stock, every time.
- ☐ The same logo, colors and name everywhere — website, Google profile, Instagram, invoices, signage.

Score yourself

Add up your checks. Out of 15.

13–15**You have a brand.**

Protect it. Keep the files somewhere you can find them and send them to anyone who designs for you.

8–12**You have a look.**

It holds together while you're the one making things — and falls apart the moment someone else designs something for you.

0–7**You have a logo and some habits.**

Every new flyer, post or sign starts from scratch. Your customers feel the inconsistency even if they can't name it.

Most small businesses land between 5 and 9. That isn't a failure — nobody hands you a brand kit when you open. It just means the consistency is living in your head instead of in a folder.

STUCK ON A SECTION?**Send us your score. We'll tell you what to fix first.**

We're **Alex & Jason** — two designers who build websites and brand identities for small businesses. Reply to this email or DM us **@thinkfirststudios** with your number and we'll tell you which gap is actually costing you, and which one can wait. No pitch.