Brand Identity Checklist

What to have ready before a logo or branding project — saves time and gets you a better result.

brand. design. build. — Nairobi, Kenya

Decisions to make first

- [ ] Exact business name — spelling, capitalisation, 'Ltd' or not
- [ ] Tagline (if any) — and whether it appears inside the logo
- [ ] Colours you love or hate — bring examples
- [ ] Competitors — and how you want to look different from them
- [ ] Where the logo appears most: signage, social media, receipts?

Files you receive from us

- Logo in full colour, black and white versions
- Vector files (SVG/PDF) — print at any size without blur
- PNG files with transparent backgrounds for web and social
- Brand colour codes (hex / RGB / CMYK) and font names
- Business card and letterhead layouts in identity packages

Using your brand well

- Never stretch or recolour the logo — ask us for a variant instead
- Keep clear space around the logo — give it room to breathe
- Same fonts and colours everywhere: consistency is the brand

Ready when you are

* Logo design from KES 3,500 — brand packages from KES 7,000
* WhatsApp +254 724 599 799 or email info@kingscreation.co.ke