



THATWEBCOMPANY

Graphic Design Checklist

Hey there! No matter where you are at with your branding, this checklist will guide you through the most common design services you may require as a small business owner, helping you to create a plan for your branding.

Although we can help you with almost all your design requirements, that is not always the most practical or cost effective solution for your business. For that reason, we only recommend our services for the design projects which we feel are vital to your success as a small business.

Your success starts with a demanded product or service and is backed by smart and appealing marketing and graphic design. Let's make sure your on track with your graphic design.

* Please note that any products or applications mentioned in this document are tools that can help you with your marketing and design, and are in no way affiliated or associated with That Web Company or Danny Crocos Graphic Designer.

Graphic Design Checklist

1. BUSINESS LOGO

With so many choices available when it comes to hiring someone to design your logo, I'm sure it can be confusing, even frustrating for some. This is not a situation where cheap, "commoditised" design should be considered as an option. Your logo is the face of your business and should be created by a professional who will research your market and produce original concept sketches.

Where should I go to design this?: THATWEBCOMPANY

What if I am very limited in budget?: Logo design is much more affordable than you may think. It can also be vital in how your brand is perceived by others. As a designer, branding is Danny's specialty. We wouldn't recommend anyone else!

2. BRAND STYLE GUIDES

An item that is often overlooked by businesses is a brand style guide. These guides are valuable, especially when entering a web design project as they contain important information regarding the companies extended colour scheme, fonts to be used, image and logo placement rules etc.

Where should I go to design this?: THATWEBCOMPANY

What if I am very limited in budget?: Basic branding style guides are valuable but should also be very affordable. As a general rule of thumb, I would ask whoever designed your logo, to also put together a brand style guide... Unless you were not happy with their service or the end design.

3. BUSINESS WEBSITE

Your most powerful digital marketing tool. Your business website should look great and serve a purpose. The last thing you want is a website that's basically a digital brochure. With an experienced team and a name like "thatwebcompany", I'd be crazy to send you anywhere else!

Where should I go to design this?: THATWEBCOMPANY

What if I am very limited in budget?: Your website is your most powerful marketing tool. If you are limited by your budget, I suggest holding off and working on your content creation. As far as design and development goes, there is no better option than That Web Company! It's what we do!

4. BUSINESS CARDS

Your business card is used like an introductory hand shake. "What do you want people to know when they pick up your card?", "What action do you want people to take when considering your products / services?" When budgets permit, it's worth taking a deeper look into the designing and printing of your business cards.

Where should I go to design this?: [THATWEBCOMPANY](#)

What if I am very limited in budget?: Many local printers offer graphic design services at an hourly fee which may be a satisfactory plan B (these fees may be more than we charge so always quote first!). **Please avoid** being satisfied by slapping your logo on an online print template!

5. INFOGRAPHICS & ICONS

Infographics are a very effective way to display information visually and grab the viewers attention - People love to share good infographics too! Custom designed icons are a great personalised touch to add to your branding. They are also a great way to lead the users eye to important headings and to categorise blocks of information.

Where should I go to design this?: [THATWEBCOMPANY](#)

What if I am very limited in budget?: You may require some skills in editing .SVG or .Ai files to match your brand style guide, but commoditised design companies such as [creativemarket.com](#) or [graphicsburger.com](#) may have something similar to what you require.

6. FLYERS & DIGITAL DOCUMENTS

Need an online PDF to capture leads and want it to look attractive? Perhaps you want to create a flyer to use for print and for online promotion? There are so many types of digital documents that serve different purposes, so keep in mind the purpose of the document when considering your budget. When in doubt, ask for our advice.

Where should I go to design this?: [THATWEBCOMPANY](#)

What if I am very limited in budget?: **Print:** Many local and online print services offer graphic design services at an hourly fee which may be a satisfactory plan B (these fees may be more than we charge so always quote first!). **Digital:** If time permits, you can design and export digital files yourself using **Word, Pages (Mac)** or **InDesign**.

7. PRINTED MARKETING

Printed marketing comes in many forms including; Flyers, banners, business cards, rack cards, loyalty cards, signs, to name a few! We can help you with the design of all these items and we may even be able to assist in the printing of some items.

Where should I go to design this?: THATWEBCOMPANY

What if I am very limited in budget?: Although we don't recommend the use of cheap commercial printing services, depending on your marketing budget - that may be the best option. A marketing item I would always recommend to get printed using a quality print service is your business card - Remember: First impressions last.

8. SOCIAL MEDIA POSTS

Social Media is great, but creating regular content that's both informal and attractive can be too time consuming for most startup businesses. Luckily you have online design applications to help you out if your business can't afford to hire a professional.

Where should I go to design this?: If social media produces a lot of leads for your business, we suggest speaking with a social media content creator who will provide you with sets of images / posts for your social networks.

What if I am very limited in budget?: This is a circumstance where commoditised design comes in handy with some slight tweaks to make your posts follow your brand guidelines. Danny suggests learning how to use an online application such as canva.com

Take some notes while you research:
