

Your Eyecare Practice Brand Checklist

CORPORATE IDENTITY

- Logo
 - Font
 - Color Palette
 - Style Guide
- Business Cards
- Letterhead
- Envelopes
- Return Address Labels
- Store Fronts
- Signage

INTERNAL DOCUMENTS

- PTO Forms
- Time Sheets
- Expense Forms

EXTERNAL DOCUMENTS

- Invoices
- Patient Recall/Reminders

MARKETING MATERIALS

- Brochures
- Hand Outs
- Business Cards
- Catalog
- Look Book/Portfolio
- Price Lists

ADVERTISING

- Print Ads
- Banner Ads
- Flyers

ONLINE MARKETING

- Email Newsletters
- Email Signatures

DIRECT MAIL MARKETING

- Postcards
- Greeting Cards
- Holiday Cards

SOCIAL MEDIA

- Facebook Profile Photo
- Facebook Cover Photo
- Twitter Profile Photo
- Twitter Header Photo
- LinkedIn Profile Photo
- LinkedIn Header Photo

PHOTOGRAPHY

- Landscape Shots
- Office Interior
- Headshots
- Lifestyle Shots

WEB

- Company Website
- Online Shop
- Blog Page

DISPENSARY

- Loyalty Cards
- Labels
- Price Tags
- Stickers
- Packaging
- Posters
- Receipts

STATIONARY

- Note Pads
- Pens
- Post-Its

MISCELLANEOUS

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