



KUBE DATA FORM: BRANDING IDENTITY FORMATION

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How To Use This Form:

Create the outline materials using this form as a guide and checklist. These materials will be used to structure an identity for your business, organization, or department. It tells your customer who you are and what you do. Consider the consistency of your message through images, text, colors, shapes, formatting, etc.

Consider the creation of the following materials:

----Logo and Tag Line

----Online Presence (E-commerce, Website, Social Media, etc.)

----Business Prints (Business Cards, Letterhead, Flyers, Postcards, etc.)

----Business Clothing (Shirts, Pants, Caps, etc.)

----Business Office

----Product or Service Packaging