

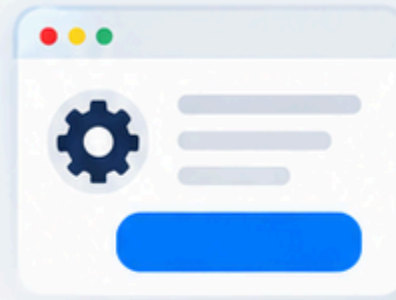
BRAND BOARDS

Brand Board Setup Checklist

Work through this list top to bottom the first time you build a Brand Board.

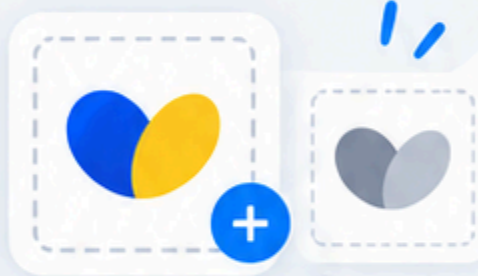
1 SET UP

- ☐ Go to Settings, then Brand Boards
- ☐ Select Add A Design Kit
- ☐ Start from scratch, a template, or import from a website URL
- ☐ Name your Brand Board clearly
- ☐ Especially important once you're managing more than one



2 UPLOAD LOGOS

- ☐ Upload your primary logo
- ☐ Upload a second logo
- ☐ Horizontal + vertical, or full-color + white (dark-background)



3 SET YOUR COLORS

- ☐ Primary
- ☐ Accent
- ☐ Success (buttons / calls to action)
- ☐ Text
- ☐ Background



4 SET YOUR TYPOGRAPHY

- ☐ Choose your heading font
- ☐ Choose your body font
- ☐ Pick one that pairs well with your heading font



5 SAVE & SET DEFAULT

- ☐ Save your Brand Board
- ☐ Set it as your default
- ☐ Only your default Brand Board shows up in your pickers



6 PUT IT TO WORK

- ☐ Apply your colors on your website or funnel
- ☐ Add your logo from Media Storage
- ☐ Apply your colors to an email template



Running more than one brand?

Repeat this checklist for each Brand Board you need.

