

# RESTAURANT BRANDING CHECKLIST!

## BUILDING YOUR RESTAURANT'S FOUNDATION.

Check off the brand components you have already created for your business. See what other brand components and marketing materials could enhance your company.

## RESTAURANT ESSENTIALS

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| <ul style="list-style-type: none"><li>○ Rebranding Package</li><li>○ Logo Design</li><li>○ Business Cards</li><li>○ Stationery</li><li>○ Email Signatures</li><li>○ Gift / Loyalty Cards</li><li>○ Gift Card Holders</li><li>○ Uniforms / T-shirts</li></ul> | <ul style="list-style-type: none"><li>○ Table Tents</li><li>○ Social Cards</li><li>○ Catering Folders</li><li>○ Branded Napkins, Cups, Coasters</li><li>○ Promo Items</li><li>○ Stickers</li></ul> | <ul style="list-style-type: none"><li>Types of Menus<ul style="list-style-type: none"><li>○ Plastic</li><li>○ Booklets</li><li>○ Laminated</li><li>○ Takeout</li><li>○ Course Specific</li></ul></li></ul> | <ul style="list-style-type: none"><li>Interior Signage<ul style="list-style-type: none"><li>○ Acrylic</li><li>○ Posters</li><li>○ Window and Floor</li><li>○ Light Box</li></ul></li><li>Exterior Signage<ul style="list-style-type: none"><li>○ Feather Displays</li><li>○ Cafe Barriers</li><li>○ Sandwich Boards</li><li>○ Outdoor Banners</li><li>○ Light Box</li></ul></li></ul> |
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## SOCIAL MEDIA

- Strategy Development
- All Social Account Setups (Facebook, Twitter, Google, Yelp, FourSquare, Instagram, Pinterest, etc)
- Custom Facebook Business Page
- Branded Social Header Designs

## MARKETING

- Direct Mail / E.D.D.M.
- Newspaper / Magazine Ads
- Email Newsletter
- Online Local Directory Setup
- Search Engine Optimization
- Paid Search Ads PPC (Google, Bing, etc)
- Social Ads (Facebook, Twitter, Pinterest, etc)

## ONLINE

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| <ul style="list-style-type: none"><li>○ Website Design</li><li>○ Mobile Website</li><li>○ Responsive Website</li><li>○ Landing Page</li><li>○ Web Management</li><li>○ Web Development</li></ul> | <ul style="list-style-type: none"><li>○ E-Commerce</li><li>○ Mobile App</li><li>○ Web Banners</li><li>○ Blog (Wordpress)</li><li>○ Web Ads</li><li>○ Online Ordering</li></ul> |
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## NOTES:

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**pix-l graphx** CREATIVE DESIGN AGENCY