

## Small Business Tools and Templates.com Implementing your new logo and stationery

If you do not already have a professional logo and stationery suite in place, then we strongly recommend that you visit [www.smallbusinessstoolsandtemplates.com](http://www.smallbusinessstoolsandtemplates.com) and place an online order. This is the first and most important starting point and once you have your logo you can use it as follows (where appropriate):

<b>Branding uses:</b>	<b>Application checklist:</b>
Professional logo	
Letterhead (printed and electronic)	
Quality envelopes	
With compliment slips	
Building signage (awnings, front door, A-frame if needed)	
Invoices and paperwork	
Email banners	
Website	
Newsletters (printed and electronic)	
Uniforms	
Notepads	
Pens	
Bags	
Car signage	
Pull-up banners	
Logo boards for photographs	
Lectern signs	
Social media websites (add your logo)	
Company profiles	
Sales materials	
Company cheques	
Company forms	
Packaging	
Price tags	
CD and DVD covers	
Thank-you cards	
Any other client materials including products (where appropriate)	

*NB. You may not need every one of these items - choose what is relevant and make sure the items look professional and consistent. If you are choosing paper products, we recommend printed items that are environmentally-friendly.*

Your consistent and professional image will increase trust and credibility and ensure that you stand out from the crowd. Look better than your competitors and increase market share!