



LAUNCHING YOUR BRAND

THE CAMBERYARD CHECKLIST

Consider the following when launching your new design business:

- Do you know what you want your brand to be, and what makes it unique?
- Have you investigated your competitors?
- Do you have a strategy in place? If not, do you have time set aside to strategise?
- Have you chosen a name? If so, does it allow room for growth?
- Can you design your own branding materials? If not, have you researched professionals who can help you?
- Have you considered what happens next?

Remember, if you need expert advice on launching your brand, we at Camberyard would love to hear from you.

C A M B E R Y A R D

THE DESIGNERS' ADVISOR