

FREE LEAD MAGNET

Logo & Branding Checklist

The 38-point playbook for building a brand that wins bookings before you ever pick up the phone.

What's inside

- Naming rules that survive the phone test
- Color, type, and logo audit checklist
- Asset deliverables every rental brand needs
- A 7-day brand launch plan

Why your brand decides the booking

Customers don't compare your equipment first — they compare your **logo, your name, and how put-together you look**. In an industry full of Comic Sans Facebook pages and clip-art bounce houses, a thoughtful brand is the easiest competitive moat you'll ever build. Use this checklist to audit (or build) yours from scratch.

01 Name your business

Pass every box before you buy a domain or order shirts.

- Easy to **spell** on the first try (no creative misspellings).
- Easy to **say on the phone** without having to repeat it.
- Tells customers **what you do** (party / event / inflatable / rentals).
- Includes your **city or region** if you only serve locally — boosts SEO.
- .com domain available** (or a clean .co / regional TLD).
- Instagram, Facebook, and TikTok handles available and consistent.
- Cleared on your state's business name search and trademark.gov.
- Doesn't pun in a way customers will Google wrong.

02 Lock in your visual identity

Two colors, one font system, one logo. That's the whole job.

- 1–2 primary colors** chosen — bold enough to spot at a stoplight.
- Colors saved as **HEX, RGB, and CMYK** values for print + web.
- Heading font** selected (display / sans-serif with personality).
- Body font** selected (clean, legible at 14px on a phone).
- Logo passes the thumbnail test** — readable at 48×48 pixels.
- Logo works on **light AND dark** backgrounds (two versions).
- Logo works in **1 color** (for embroidery, signs, invoices).
- Tagline written — 5 words or less. (Optional but powerful.)

03 Asset deliverables

If your designer doesn't hand over all of these, you're not done.

- Vector source files: **.AI or .SVG** (never resize a JPG logo).
- PNG with transparent background** — full color and white.
- Square avatar** (1024×1024) for Google, Facebook, IG, TikTok.
- Horizontal lockup** for website headers and email signatures.
- Favicon** (32×32 + 512×512 for the website tab).
- Email signature template** with logo + phone + booking link.
- Truck / trailer wrap mockup** — even if you're not wrapping yet.
- Yard sign mockup** (24×18 inches with QR code area).

04 Where the brand has to show up

Consistency = recognition. One off-brand asset breaks the spell.

- Website hero, footer, and favicon.
- Google Business Profile (logo + cover photo).
- Facebook + Instagram avatar, cover, and bio link.
- All invoices, contracts, and waivers.**
- Truck doors, trailer wraps, and uniform shirts.
- Yard signs at every event (with QR code to booking).
- Email signature for every team member.

05 Your 7-day brand launch plan

Don't overthink it. Ship the brand in a week, refine over the year.

Day 1	Pick the name. Run it through every box in Section 01.
Day 2	Buy the .com + lock all social handles in one sitting.
Day 3	Choose 2 colors and 2 fonts. Save the HEX codes.
Day 4	Hire a designer (\$200–\$500 on 99designs / Fiverr Pro / a local pro).
Day 5	Order yard signs (qty 25) and a vinyl truck decal.
Day 6	Update Google Business Profile, Facebook, and Instagram.
Day 7	Send 'we're official' email + post a launch reel. Done.

PRO TIP

Don't DIY your logo in Canva. Spend the \$300 once. The first booking it wins for you over a sloppy competitor pays for it — and it keeps paying for the next 1,000 customers who decide in 3 seconds whether your brand looks trustworthy enough to book.

Ready for the full operator playbook?

Get the free Party Rental Startup Guide, browse vetted equipment, and book a 1-on-1 strategy call at partyrentalblueprint.com.