

Name/s: _____

Corporate Identity Design: Marketing/Promoting/Advertising checklist:

- **Brainstorm and document a marketing theme and design to promote your company in a one page advertisement.**

- **Explain what headline will be used in the advertisement and why?**

- **What colors will be used? Explain why you chose these colors.**

- **Explain what imagery will be used in the advertisement and why? How does the imagery tie in with the headline and colors that were chosen?**

- **Was the design criteria met? How was the creative design process helpful in reaching the design criteria at hand?**

- **Explain why you think the design is successful?**

Please add thumbnail sketches at the bottom and back of this sheet: