

Brand Checklist

- ☐ Is the essence of “T-shirts Unite!TM” present?
- ☐ Through copy and/or visuals, are our top three messages coming across: “custom t-shirts,” “design online,” and “for groups & occasions”?
- ☐ Are most – if not all – of the CustomInk personality traits represented? Is there an equal balance of “Good-hearted”/“Playful” vs. “Perfectionist”/“Professional”?
- ☐ Is industry jargon used that can be replaced with a more consumer-friendly term?
- ☐ Have you only used CustomInk provided files (e.g., logos, photographs, typography) without altering them?
- ☐ Is there anything that can be removed or simplified? Is white space used wisely but does not appear sterile?
- ☐ Is there an overall takeaway of United Red and Orange You Glad together?
- ☐ If the Inky icon is used, is the CustomInk logo also present? And, is there only one use of Inky?
- ☐ Are photos of people present?
- ☐ Have all the “l”s in CustomInk, Inker, and any other “Ink”-carnations been replaced with a slab “I”?
- ☐ Is there a call-to-action? Will the consumer know what to do next?
- ☐ Is there a TM indication after “T-shirts Unite!TM”?
- ☐ If third-party assets are used (e.g., brand names such as Gildan or House Industries®), are their trademarks included and have you received written approval for their use?
- ☐ If any claims are included, do we have appropriate substantiation?