



CREATIVE DELIVERY

Brand identity handoff checklist

A handoff checklist for delivering a brand system with organized files, clear usage guidance, licensing context, and next steps.

A practical worksheet from Stelaah

Use it, adapt it, and save it with the client work it supports.

HOW TO USE THIS

A brand identity project is ready to deliver.

WORK THROUGH THE CHECKLIST

- ☐ 01 **Organize master files**

- ☐ 02 **Include logo variants**

- ☐ 03 **Share color and type guidance**

- ☐ 04 **Document asset licenses**

- ☐ 05 **Explain file use**

- ☐ 06 **Confirm the client handoff**

Before you close this

Name one owner, one next action, and one date. A worksheet only helps when the next commitment is visible to the people doing the work.

Notes and decisions

Use this page to record what changes after you work through the checklist.

This practical workflow resource is not legal, financial, tax, or security advice. Adapt it to your team and circumstances.