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lemonade
Beyond Clicks

Pre-Onboarding Checklist

Welcome to Lemonade!

We're excited to begin this journey with you. To make sure our onboarding session is as productive as possible, please prepare the following items in advance. Having these ready allows our team to dive straight into the creative process, ensuring we capture your brand accurately and move the project forward smoothly.

Branding (Required)

#	Items	Check
1	**Editable Logo Files (AI, EPS, or SVG)** Scalable formats ensure your logo looks crisp across all screen sizes.	☐
2	**Branding Colors & Guidelines** Consistent colors, fonts, and styles prevent rework later. *No brand guide? That's fine — your logo, color codes, or raw files are enough to start.*	☐
3	**Existing brand campaigns or moodboards** Helps us understand your brand's past direction and align new designs quickly. *If you don't have any, that's perfectly fine — we'll guide you in shaping a new creative direction together.*	☐

Content (Recommended)

#	Items	Check
1	**Written Content for main pages** Even rough drafts help us structure your website faster	☐
2	**Company Deck, Brochure, or Intro Video** Helps us capture your brand tone and story.	☐
3	**Photography or Media Assets** Visuals add impact and prevent project delays.	☐

Others (Optional)

#	Items	Check
1	**Current WordPress Website Login** For content migration if required (Login URL, Username, Password).	☐
2	**Social Media Information** Links to your Facebook, Linked, Youtube, Others (Tiktok..etc)	☐
3	**Draft Privacy Policy or Terms of Service**	☐

How to Send Us the Files

Please don't send files directly by email. Once our internal handover is complete, our project team will create a shared drive for your project. You'll be able to upload all content there — this helps us keep everything organised, track progress, and streamline the entire project workflow.