

FREE WORKSHEET

# THE ULTIMATE GUIDE TO COHESIVE BRANDING

*staying consistent on every single  
platform to build trust & attract  
your ideal, dreamy clients*

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*a full audit & workbook*

# COHESIVE BRANDING

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*the ultimate guide to staying branded  
on every platform for your business*

## GETTING STARTED

One of the biggest mistakes creatives and business owners make with branding is getting (or making) a logo and then leaving it at that. But branding is so much more. It's the entire experience that your customer or viewer has - across EVERY platform.

*"But isn't branding hard? HOW do I create something consistent?"*

*"I don't have time for that. There are more important tasks for me."*

*"I already have loyal customers - I don't need to focus on branding."*

If you're thinking one of these to yourself - I'm here to tell you that stepping up your game with branding isn't that hard!

Below, I've outlined several tasks that you can complete and adjust within your business. Most take under 5 minutes, so do one each day (or a few at a time!) and you'll be more cohesive in a week.

Branding isn't just to make your business "look good." It's a cornerstone tool to attract LOYAL customers & more AWARENESS about your product/service.

Ready to get started? Let's do it!

x Cassie

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## YOUR TASKS

*Run through the checklist and audit your social media platforms. Make sure to check them ALL and create consistency between each.*

### 01. COLOR

Within your brand you should have 2-4 key colors that you use everywhere. If you don't have them already, brainstorm and choose them now (add a photo below for reference).

*\*If you need help choosing colors, search my channel or blog for "Creating a Color Palette." The video & coordinating post will help you create a brand color scheme.*

Name: COLOR

Photo:

Name: COLOR

Photo:

Name: COLOR

Photo:

Across every platform, these are the main colors you should be using. Check through & see if there are any places where you've strayed and need to edit. Whether it's a graphic, your emails, photos on Instagram, etc.

The most important place to be aware of this is your IG feed. All of the photos should be cohesive and match within your color scheme. Brainstorm some photo ideas what would match:

*\*Some great examples of cohesive feeds: @emily\_luciano, @jasminedowling, @wildpoppygoods*

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## 02. COVER IMAGES

You should have the same cover image or graphic across every social media platform. Whether it's a styled photo, a graphic or simply your logo. This is the first impression customers will get from you - so make sure it speaks to your ideal client.

Go ahead and edit your cover photo now if needed. Here is an easy guide to the best pixel dimensions for each.

Facebook 851 x 315	YouTube 2560 x 1440 <small>1546 x 423 is always visible in the middle</small>
Google+ 1080 x 608	Twitter 1500 x 500

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## 03. TAGLINE

Similar to your cover photo, this should be basically the same across platforms. It's length will change a bit depending, but you should have a "go to" sentence that clearly explains your business + attracts your ideal customer. Here are a few examples:

*"I teach web & graphic designers how to build sustainable businesses."*

*"Want to grow your traffic, subscribers, + income? Sign up for my free training course: "*

*"More than a magazine, Darling is about redefining beauty & empowering women. "*

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Brainstorm some ideas for your tagline here.

Explain your business + ideal customer in one sentence:

Idea One: \_\_\_\_\_

\_\_\_\_\_

Idea Two: \_\_\_\_\_

\_\_\_\_\_

Idea Three: \_\_\_\_\_

\_\_\_\_\_

## 04. UPDATE YOUR BLOG GRAPHICS

For this step - we'll focus on the images that you can put on Pinterest linking back to your blog posts. This is a great place to use your brand colors + fonts to make your posts recognizable and cohesive with your other platforms. Follow these steps to update your graphics.

- Browse Pinterest to gain inspiration from other bloggers + sites. Some great examples can be found on Melyssa Griffin's Pinterest page
- Create a template for your own blog images that you can use for each post. Photoshop, PicMonkey or Canva can work for this
- Spend an hour and create Pin images for all of your most recent blog posts & upload them (linking back to your site/blog) onto Pinterest.

## 05. YOUR BRAND PERSONALITY

The tone & vocabulary you use for your brand is just as important as the visual aspect. I'll be doing a more in depth video for this topic soon but for now, here are some brainstorming tasks to get you started.

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Circle 3-5 words below that best describe your brand identity.

fun   playful   professional   relaxed   youthful   classic   bright   chic   conservative  
fresh   intense   athletic   organic   quirky   rustic   serious   capable   stable   witty  
stylish   upbeat   fabulous   ethereal   dramatic   convenient   bold   industrial

Now brainstorm “key” vocabulary words that your brand uses in copy across your website & social media platforms. This is the way you will write certain phrases & words that pop up a lot for your particular business (*ie. for Reux Design Co: I would say “design clients” not “design customers,” “brand customers” or “branding clients.”*)

_____	_____	_____
_____	_____	_____

## YOU'RE DONE!

Once you've gone through those five categories, your brand will be more cohesive across platforms than it ever was before. Remember to keep all of these things in mind as you put out content and continue to grow your brand in the future. You should revisit this workbook every once in a while to stay on track with your consistency.

If you're ready to learn more about branding a beautiful, connected business, visit my blog at [WWW.REUXDESIGNCO.COM](http://WWW.REUXDESIGNCO.COM).

*PS – I would love to know if you found this workbook helpful! Email me with any comments or questions at [cassiedulworth@hotmail.com](mailto:cassiedulworth@hotmail.com).*