

AUDIT YOUR BRAND WITH...

BY RACHEL

THE ULTIMATE BRAND CHECKLIST

Brand design focuses on visual identity, consistency, communication, value, and personality, helping businesses create a strong and distinctive brand that connects with customers.



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Brand Strategy Checklist

Audit your brand to have a successful business...



☐ **Defining Your Vision**

Understanding of where you want your brand to be going your mission. Where do you see yourself in a couple of years time, and how are you going to get there? What is your purpose? What are your future goals?

☐ **Voice (Tone of voice)**

How are you going to communicate with your dream clients? How will you connect?

☐ **Values**

Do your values align with your brand and with your dream clients? Are you adding value to their lives? Value and values are very different however two must of a successful brand.

☐ **Visuals**

Visuals are the identity, a soul part of your brand is usually what attracts your ideal clients and the rest of your brand. (your values, voice, mission) is how you connect with your audience and on a deeper level.

Branding Checklist

Audit your branding...



- ☐ Brand Values
- ☐ Brand Story Telling
- ☐ Brand Purpose/Personality
- ☐ Customer Knowledge
- ☐ Clear Mission
- ☐ Competitor Analysis
- ☐ Define your Client/ Target Audience
(Their gender, age, income, interest, goals, weaknesses, hobbies, and more.)
- ☐ Define and align your goals of your life and business
- ☐ Vision Statement
- ☐ Visual Identity (Logo Suite, Color Palette, Typography)
- ☐ Brand Pattern, Graphics, Elements
- ☐ Brand Style Guideline
- ☐ Social Media Assets

Tools you can use to Start & Elevate your Business.



- ☐ Canva (To create Social Media content and more)
- ☐ Flodesk (To do Email Marketing)
- ☐ Show it / Web Design platform (14 days only)
- ☐ Dafont (To download Brand Fonts)
- ☐ Instagram (To promote your services or products)
- ☐ Pinterest (Digital Marketing platform)
- ☐ Facebook pages
- ☐ **Notion** (It's a productivity platform for note taking, task management, to-do list, and more)
- ☐ Shopify (14 day free trial)
- ☐ Stan Store (Sell a course or digital product)
- ☐ **Honey Book**
(To communicate with your clients, send invoice, contracts, schedule an appointment, and more)
- ☐ Later (For Social Media scheduling)
- ☐ Planoly (To schedule your Social content)



NORMA MARTINEZ

REALTOR/BUSINESS OWNER

Before working with Rachel, I didn't know how to establish and stand out my brand identity. She showed me how to implement and establish my brand identity through social media and print assets. I wanted to drop you a note and thank you for the wonderful service you provided during the development of our business branding. Not only did you give me your full attention, but the level of detail is unsurpassed. The new branding looks professional, clean, and would recommend her services.





Cristina Martinez
Business Owner

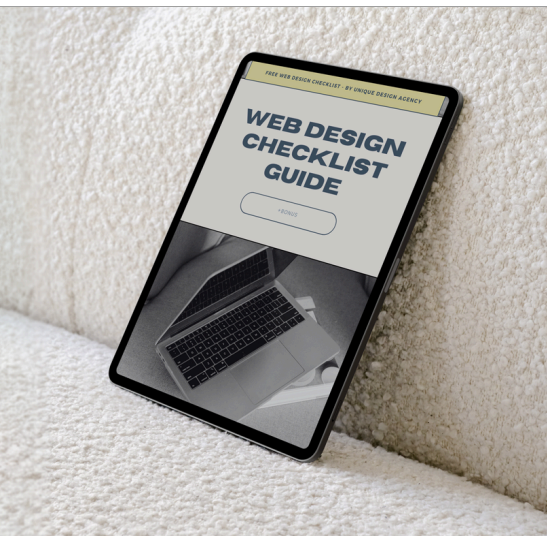
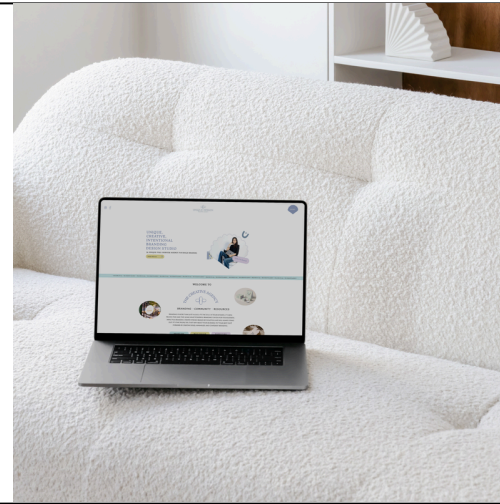
Unique Design helped me start my brand when I was feeling lost. They created logo concepts, design elements, brand identity, business card designs, and designed the TFS website to sell my brand's products. I highly recommend their creative services. "The Finest Shoes"



RESOURCES FOR BUSINESS OWNERS

Subscribe to get NEW updates & bring your brand to life with UD services.

[LEARN MORE](#)



Grab all the Freebies

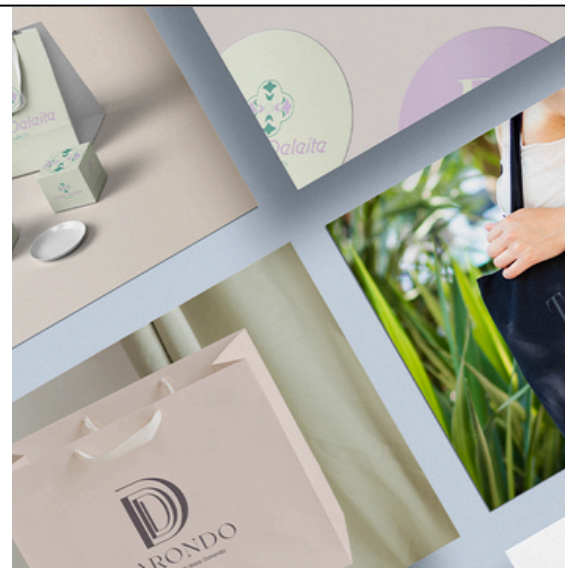
I'm literally giving more useful stuff just like this in my resource site, along with a must-have list of tools for business owners.

[GET OUR FREEBIES](#)

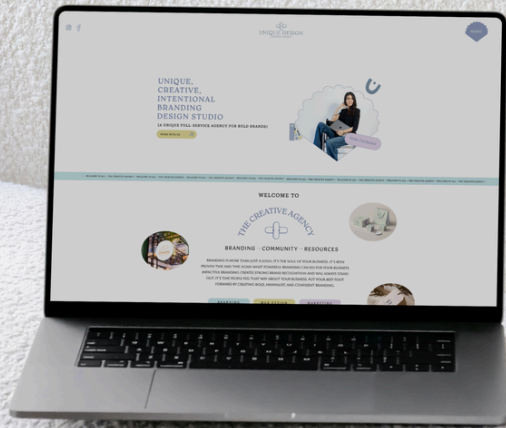
BROWSE OUR PORTFOLIO

Take a peek to browse our proudly brand projects and passion projects.

[BROWSE OUR CREATIVITY](#)



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