

all-inclusive branding checklist

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EVERYTHING YOU'LL NEED FOR A SUCCESSFUL BRAND LAUNCH —→

- 01 / BRAND STRATEGY
- 02 / VISUAL IDENTITY
- 03 / BRAND PRESENCE

brand strategy 01

DEFINE YOUR BRAND PURPOSE

This is your "WHY." Why does your brand exists, beyond making money?

DEFINE YOUR BRAND VISION

This is your "WHAT." What might the future look like if you remain committed to that purpose?

DEFINE YOUR BRAND MISSION

This is your "HOW." How will you get from your purpose to your vision using your products or services? How will you serve your audience?

DEFINE YOUR AUDIENCE PERSONA

What does your ideal consumer look like? What are their interests? What about their lives creates a need for your product or service?

COMPLETE YOUR COMPETITOR RESEARCH

Identify the competitors in your industry, evaluate their strengths and weaknesses.

DEFINE YOUR DESIRED POSITIONING

How do you want your brand to be perceived? Base this on your competitor analysis, your price point, your target audience, and what makes you unique!

visual identity 02

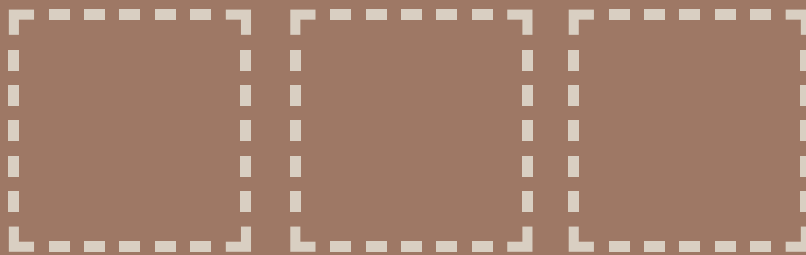
CHOOSE YOUR COLOR PALETTE

Use color theory to understand what colors mean to your consumers. Identify your brand strategy and align your colors with that messaging. Consider competitor colors and avoid them when possible, to help you stand out!



CREATE YOUR LOGOS (MAIN, SECONDARY, & SUB-MARK)

Your logo should clearly communicate who you are and what you do. It should match your messaging, your audience, what they're drawn to and care about!



CHOOSE YOUR TYPOGRAPHY SUITE

Get to know your brand personality. Seek out fonts that match and communicate the message you want to portray with your brand. Use your brand strategy and target audience research for this! Don't forget to purchase the rights to the fonts!

HEADER	BODY	DISPLAY
"RoxboroughCF"	"Source Serif Pro"	"Roboto"
A B C D E F G H I J K L M N O P Q R S T U V X Y Z	A B C D E F G H I J K L M N O P Q R S T U V X Y Z	A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z	a b c d e f g h i j k l m n o p q r s t u v x y z	a b c d e f g h i j k l m n o p q r s t u v x y z

CHOOSE YOUR BRAND ELEMENTS AND PATTERNS

Another important element of your brand personality. Elements and patterns can bring more life to a brand and help maintain consistency and the experience you want to communicate! These can be used in web design, social media posts, mockups and even your logo(s)!



brand presence⁰³

ESTABLISH YOUR BRAND PRESENCE

Your brand presence is measured by how well your consumers could identify you based on the brand strategy and visual identifiers you've put in place!

When people know your brand, they become familiar, and familiarity creates connection and drives purchases!

ESTABLISH YOUR WEBSITE DOMAIN + DESIGN

- Your website URL and email address match your brand name
- Your domain and website are both hosted on a secure and reliable platform
- Your website design is engaging and consistent with your audiences interests, your messaging, and your visual identity

ESTABLISH YOUR SOCIAL MEDIA PRESENCE

- You are on all the platforms that your audience frequents!
- Your social media handles match your brand name
- Your social media templates or content plan are consistent with your audiences interests, your messaging, and your visual identity

COMPLETE YOUR BRAND PHOTOSHOOT

Personal branding photography is the BEST option when launching your brand because it allows you to capture your exact brand personality, your products, your team, and more!

If you can't spring for one right now, free stock images will work too!
Just make sure they're on brand!

GATHER YOUR BRAND ASSETS

Your brand assets are any digital files or physical products that will be used for your brand designs or marketing!

- Logo files
- Brand photo files
- Typography files
- Brand guidelines
- Slogans or taglines
- Color schemes
- Brand patterns and elements

wishing you the best
of luck on your launch!



building your brand identity
doesn't have to be overwhelming!

let's collaborate on your dream brand!

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