

The Ultimate Branding Checklist

THE ESSENTIALS FOR A THRIVING BRAND



BRAND STRATEGY

- Your Why
- Mission Statement
- Vision Statement
- Target Audience
- Ideal Client Profile
- Brand Goals
- Brand Offers
- Positioning
- Core Values
- Brand Personality
- Brand Voice
- Tagline
- Messaging

♥ PRO TIP

The more clarity you have, the easier your messaging, content creation, and conversions will be.

BRAND IDENTITY

- Moodboard
- Main Logo
- Alternate Logo
- Color Palette
- Font Pairings
- Hierarchy & Usage
- Pattern / Texture
- Branded Icons
- Brand Guide

♥ PRO TIP

Include your strategy into your brand guide to ensure all your elements work together for a cohesive brand.

BRAND TOUCHPOINTS

- Business Cards
- Brand Stationery
- Social Media Moodboard
- Social Media Graphics
- Slide Templates
- E-Newsletter Template
- Lead Magnets
- Website
- Branded Photography
- Customer Cards
- Signage
- Packaging
- Brochure / Look Book
- Digital Ad

♥ PRO TIP

Not all brand touchpoints are created equal. Think through your business and see which touchpoints make the most sense for you.