

TINY BRAND *Checklist*

Use the Tiny Brand framework to create your own visual brand identity. This framework is made of Strategy, Vision, Concept, and Style, the four pillars of an irresistible brand. What you'll walk away with is more than just a lovely color palette and some fonts -- you'll have a decision filter for the future of your business. You'll have guidelines for how to use your visual brand assets. You'll have peace of mind and confidence in sharing your work because you've put in the time to craft a visual style that truly enhances your message and attracts the right people. And, my favorite part, you'll know yourself better.

STRATEGY

- DOCUMENT your brand facts; write down the business basics, like your "why", your mission and vision, your business goals, competition, offerings, etc. Flesh out your ideal client so you know who you're trying to attract.
- DISTILL the value you have to offer. Figure out what makes you unique. Analyze your competition, what they're doing well, what they're missing, and how you can fill in the gaps.
- DECIDE on your brand archetype(s) and keywords. Your archetype is the overall personality of your business -- a quick Google search can help here. Narrow your aesthetic using interior design, color psychology, and fashion terms as inspiration. Those keywords become the filter through which all decisions for your business should be made, including your visuals.
- BONUS: Create a brand playlist.

VISION

- MOOD BOARD: Use your brand keywords and business facts to create a mood board, keeping in mind your ideal client and what they would gravitate toward.
- COLOR: Draft a color palette. Based on your mood board, brand keywords and aesthetic vision, identify colors that match the overall vibe of your business. Color psychology is helpful here.

CONCEPT

- FONT SYSTEM: Use your mood board and brand keywords to aid in choosing fonts that communicate your brand message.
- DESIGN ELEMENTS: Focus on finding imagery that connects to the brand vision. Incorporate patterns, textures, illustrations, icons, abstract shapes, etc. Focus on curating a small library of elements that you can expand on over time.

STYLE

- BRAND EXAMPLES: Create brand examples like social media graphics to refer back to as you implement your brand assets later on. Collect your colors, fonts, and design elements into a style guide to make referencing your brand assets easy.
- LOGOS: Consider creating logos using your brand fonts for a variety of spacial situations, i.e. social media profile picture or website favicon. Create marks or icons from your fronts or design elements to represent your brand in its simplest form.
- TOUCH POINTS: Consider what marketing collateral you will need. Business cards, social media templates, blog graphics, newsletters, Pinterest pins, etc. Identify your brand touch points (where your customers will experience your brand) and make sure your brand assets can accommodate a variety of sizes / specs / print / digital formats.