tba THE **BRAND** ADVISORY

BRAND IDENTITY GUIDELINES CHECKLIST

What are Brand Identity Guidelines?

A brand design system is the visual language which creates consistency across your brand.

Brand Identity Guidelines are the business 'bible' for all of your staff to reference to maintain an optimum level of brand consistency. It is a document containing the rules and guidelines for the composition, design, and general thematic look-and-feel of all of a brand's collateral.

Your professional presence in the marketplace, both on and off-line should be highly consistent, whether its your website, blog, email, social media, or some other platform, so that your audience can have the same experience and perception, no matter how they connect with you or where they find you.

Whether you require a basic Branding Guidelines document or an extensive, cohesive and detailed document, The Brand Advisory can tailor the project to suit your company requirements.

Below is an outline of what a basic Branding Guidelines document consists of, along with a list of optional extras for your selection. Please choose which items you require or would like further clarification on.

Basic Brand Identity Guidelines

A PDF document that outlines brand consistency for all communications.

Elements include logotype (master and secondary, Preferred Minimum Size and Don't's), primary colour palette, secondary colour palette, and typography font recommendations applicable across website, print and digital marketing.

Optional Extras

KEY COMPANY INFORMATION:
- [ ] Who Are We? (Vision/Mission)
- [ ] How We Want to be Perceived
- [ ] Our Core Values
- [ ] Tagline/Positioning Statement
- [ ] Colour Processes Explained
- [ ] Logo File Types
      and Logo Usage Guide

GRAPHIC ELEMENTS:
- [ ] Custom Pattern
- [ ] Custom Icons
- [ ] Custom Infographics
- [ ] Headers and Footers

PHOTOGRAPHY:
- [ ] Office Locations
- [ ] Staff
- [ ] Tone of Imagery
- [ ] Stock Images

APPLICATIONS:
Corporate Stationery;
- [ ] Business Cards
- [ ] Letterhead
- [ ] With Compliments
- [ ] Notepad
- [ ] Presentation Folder/Compendium
- [ ] Brochures
- [ ] Catalogues
- [ ] eBooks
- [ ] In-house Documents
- [ ] Newsletter
- [ ] Press Advertisement Templates
- [ ] Reports

DIGITAL COMMUNICATIONS:
- [ ] Email Signature
- [ ] Website Branding
- [ ] App Branding
- [ ] Social Media Logo Options
- [ ] Social Media Kit
- [ ] Social Media Tips

OTHER:
- [ ] Powerpoint Presentation Template
- [ ] Pull up Banner
- [ ] Interior Signage
- [ ] Exterior Signage
- [ ] Vehicle Signage
- [ ] Stickers/Labels
- [ ] Uniforms
- [ ] Promotional Items

Please complete, save and return to naomi@thebrandadvisory.com.au