

YOUR BRAND CHECKLIST

CHECK THE BOXES BELOW THAT YOU HAVE ALREADY COMPLETED



1 BRAND FUNDAMENTALS

- BRAND MISSION:** Write your mission statement.
- BRAND STORY:** Share your story.
- BRAND KEY MESSAGES:** What are your 3 key messages?
- BRAND VALUES:** Determine what you believe as a business.
- BRAND BOUNDARIES:** What opportunities will you say yes and no to?
- BRAND LANGUAGE:** Write a list of words that sound like your company.
- BRAND PERSONALITY:** Identify your brand's characteristics.
- BRAND KEYWORDS:** List your brand keywords for SEO.

2 BRAND STRATEGY

- BUSINESS NICHE:** Specify your industry and expertise.
- TARGET AUDIENCE:** Identify your ideal customer and client.
- COMMUNITY:** Connect and engage with a community that inspires you.
- COMPETITORS:** Identify and differentiate yourself from your competitors.

3 BRAND DESIGN

- LOGO DESIGN:** What is your current logo?
- BRAND FONTS:** What are your current primary fonts?
- BRAND COLORS:** Identify your brand color palette. Are they ADA compliant?
- WEBSITE THEME:** Does your website represent your brand?
- WORKSPACE:** Does your office space or facilities represent your brand?
- EMAIL SIGNATURE & URL FAVICON:** Is your logo see at the smallest levels?

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4 BRAND ASSETS

- WEBSITE HOSTING & DOMAIN:** What are your hosting plans and custom domains?
- BUSINESS EMAIL:** Set up your inbox.
- BUSINESS CARDS:** Have you designed and ordered business cards?
- BUSINESS LETTERHEAD:** Have you designed and ordered letterheads, print and digital?
- BUSINESS ENVELOPES:** Have you designed and ordered envelopes of sizes needed?
- OTHER STATIONARY PIECES:** Think of any other print or digital brand pieces needed.
- BUSINESS SIGNAGE:** Is your business's signage up-to-date?
- BRAND PHOTOGRAPHY:** Do you have a photographer that takes uniformed photos that represents your brand?

5 BRAND CONTENT

- WEBSITE CONTENT:** Outline your pages and write your content.
- BLOG POSTS:** Strategize your post content and create a blogging schedule.
- NEWSLETTER:** Create an email list and potential freebie offer.
- SOCIAL MEDIA:** Choose your social media platforms and create a strategy.

6 WHAT ELSE DOES YOUR BUSINESS/ORGANIZATION NEED?
