

Your Brand Checklist

CHECK THE BOXES BELOW THAT YOU HAVE ALREADY COMPLETED

01 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.

02 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.

03 BRAND DESIGN

- LOGO DESIGN:** What is your current logo?
- LOGO VARIATIONS:** Do you have your logo available in a variety of sizes and formats — hi-res and lo-res, jpeg and png, vertical and horizontal.
- 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:** Can you see your logo at the smallest levels?

04 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?
- STATIONARY:** Think of any other print or digital brand pieces needed, such as posters, brochures, photo backdrops, stickers and folders.
- BUSINESS SIGNAGE:** Is your business's signage up-to-date?
- BRAND PHOTOGRAPHY:** Do you have a photographer who takes uniformed photos that represents your brand?
- BRAND STYLE GUIDE:** Have you developed a brand style guide to share with employees.
- MEDIA RELATIONS:** Have you created a template for press releases and media alerts?
- SOCIAL MEDIA:** Create branded social media design templates.
- SOCIAL MEDIA:** Develop a social media hashtag for your school or company?

05 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.

06 WHAT ELSE DOES YOUR BUSINESS/ORGANIZATION NEED?
