Branding Checklist

What every business needs to have for a successful brand.

Brand Messaging

- [ ] Mission statement, values and vision
- [ ] Identify your brand story
- [ ] Know your “why you” vs competition
- [ ] Define your market positioning
- [ ] Create a voice and tone
- [ ] Understand your target audience

Brand Visuals

- [ ] Responsive logo
- [ ] Colors for digital and print
- [ ] Fonts
- [ ] Textures and patterns
- [ ] Illustrations/iconography/shapes
- [ ] Imagery style

Website

- [ ] Mobile first
- [ ] Sales funnel
- [ ] Blog
- [ ] Clearly defined services and products
- [ ] Great product or service photography
- [ ] Calls to action

Marketing Print Collateral

- [ ] Business cards
- [ ] Brochures
- [ ] Packaging
- [ ] Flyers/handouts
- [ ] Tradeshow displays
- [ ] Great lifestyle product photography

Marketing Digital Collateral

- [ ] Email nurture stream
- [ ] Email Welcome letter
- [ ] Display and Google ads
- [ ] Social ads

Social

- [ ] Profiles images
- [ ] Logo symbol favicon
- [ ] Clear bio
- [ ] Post templates

Whatever you do be consistent across all pieces of collateral, website and social.



Hi I’m Amber!

A logo, branding and website strategist, designer and founder. We pair successful companies with the beautiful branding they deserve. Need help? Scheule a consult today!

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