

Ultimate Branding Checklist

FOUNDATION

Your Why

(The reason for your business existing)

Mission Statement

(Your brand goals & purpose)

Values

(The guiding principles for your brand)

Target Audience

(Your brand's ideal client/customer)

Client Journey

(Your customer experience from start to finish)

Tagline

(Memorable brand message)

VISUAL IDENTITY

Main Logo

Alternative Logo(s)

Logomark

Submark

Colour Palette

Typography

Patterns

Elements & Icons

Brand Guidelines

Visual Direction

Moodboard

PERSONALITY

Brand Voice

(Your brand's unique and consistent tone)

Messaging

(The common theme/idea in your content shared)

Positioning

(How and why your brand is different)

Language

(Your brand's distinctive style, vocabulary & approach)

TOUCH POINTS

Branded Website

Social Media Templates

Email Newsletter Templates

Branded Photoshoots

Email Signature

Profile Pictures

Packaging

