



THE ESSENTIAL BRAND CHECKLIST

THE FIRST STEP TO ACHIEVING YOUR BRAND GOALS

BRAND STRATEGY

- Brand Story**
A short and sweet story that explains why you started your business – something for your audience to connect with.
- Brand Mission & Values**
A summary of points that outline what your business stands for and believes in. Is your business empowering women? Or perhaps its focus is on sustainability?
- Target Audience**
An outline of who your business is targeting.
Tip: Create a user profile of your ideal user.
- Tone of Voice**
The tone that will carry through all your messaging. Be it social captions, website copy or ads.
- Key Words**
5 - 10 Short words that are associated with your business and target audience.

BRAND DESIGN

- Logo**
Keep your logo simple and make sure to incorporate elements that make your brand recognizable and different for your audience.
- Sub mark**
A smaller variation of your main logo. Sub marks are very handy to have for situations where the primary logo is not the right fit
- Colour Palette**
3 -6 Colours that you can use across any of your brand's collateral.
- Typography Suite**
This should include around 3 fonts. A bold font for your headers, a bold but smaller font for your subheadings and an easy to read paragraph font.
- Mood board & Creative directions**
A collection of visuals that encompass your brand's visuals.

BRAND ASSETS

- Website & professional domain
- Business Email
- Email signatures
- Business cards
- Professional brand photography
- Social media