

The Complete Branding Checklist

Review Current Branding

- Identify your greatest strengths**
What services do you do best?
- Understand your target audience**
Who do you want to reach with your business or services?
How and where can you reach them?
- Identify your brand story**
How do you tell people what you do and why you do it?
- Find your voice**
What tone do you use to connect with your audiences?
- Design your look**
How does your aesthetic communicate your story and values?
- Plan to maintain consistency**
Is your branding consistent across all platforms?
- Identify your competitors**
Why should people invest in your company instead of your competitors?

Redefine Your...

- Purpose**
What services do you do best?
- Mission**
Who do you want to reach with your business or services? How and where can you reach them?
- Vision**
How do you tell people what you do and why you do it?
- Values**
What tone do you use to connect with your audiences?
- Message**
How do you represent yourself visually? Does your aesthetic communicate your story and values?
- Brand Persona**
Is your branding consistent across all platforms?



Supplemental Elements

- Logo**
logo, reverse logo, avatar
- Font Palette**
- Brand Colors**
- E-Mail Signature**
- Photo, Video, Graphic, Icon Style**
- Social Media Standards**
- Website**
- Tagline**
- Language, voice, dictation, tone**