

A SIMPLE

BRANDING CHECKLIST



DEFINE YOUR BRAND

What are your values and beliefs? How will they be implemented into your overall brand strategy for your business?

FIND YOUR STRENGTHS

Why should people invest or work with you instead of your competition?

KNOW YOUR AUDIENCE

Who do you want to reach with your brand? How and where can you reach them? What social media platforms are they on?

CREATE YOUR STORY

How will you tell people who you are, what you do, and why you do it?

FIND YOUR VOICE

What tone will you use to connect with your audience? Will you be informal and chatty, or formal and business-like?

DESIGN YOUR LOOK

How will you represent yourself visually? Does your brand's style and image accurately reflect your vision, values, and style?

BE CONSISTENT

Does your brand image look cohesive across your website, social media, marketing material and everything else?



DREAM *BIG.* BRAND *BOLD.*