

# BRANDING CHECKLIST

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## **Brand Mission Statement**

What is your purpose? What can customers expect from you?

## **Brand Values**

This is a set of principles that guide how you operate as a business. They will influence your brand personality and communications.

## **Tagline**

A tagline is different from your brand mission statement. It should be short, catchy and communicate the type of value your brand brings.

## **Brand Personality & Voice**

What adjectives would you use to describe your brand?  
What tone of voice will your brand have?

## **Brand Identity**

What kind of logo will you have? Include colour variations.  
What are your brand colours? Make sure they align with your personality.  
What icon/graphics/image style will you use?  
What font hierarchy will you use?  
The visual components of your brand will communicate and reinforce your story, values and personality.

## **Bonus Step: Create a Style Guide**

Detail all the aspects of your brand image to maintain consistent branding across all communications and interaction points (including socials, business cards, packaging and more).