



40 Point Branding Checklist

BRANDING IS MORE THAN JUST A LOGO

VOICE

- MISSION STATEMENT
- BRAND IN A STATEMENT
- BRAND IN A SENTENCE
- BUSINESS SLOGAN
- WRITING STYLE
- BUZZ WORDS
- BRAND VALUES
- BRAND STORY
- BRAND LANGUAGE

DESIGN

- LOGO
- SECONDARY LOGO
- FONT PALLET
- BRAND COLOURS
- BUSINESS CARDS
- PRODUCT PACKAGING
- COMPANY COLLATERAL
- WEBSITE
- FAVICON
- SOCIAL MEDIA GRAPHICS

MARKETING

- TARGET AUDIENCE
- TARGET NICHE
- CUSTOMER JOURNEY
- SALES FUNNELS
- LANDING PAGES
- BLOG
- EMAIL SIGNATURES
- EMAIL TEMPLATES
- SOCIAL MEDIA DEVELOPMENT
- PAID ADS

STRATEGY

- BRAND BOUNDARIES
- POSTING SCHEDULING
- CONTENT MANAGEMENT
- EMAIL LISTS
- AUTOMATION
- MONTHLY GOALS
- ANALYTIC OBSERVATIONS
- SEO
- PRODUCT DEVELOPMENT
- PILLAR DISCOVERY
- AFFILIATE PARTNERSHIPS