

Brand checklist

YOUR BRAND'S INNER CORE

First we're going to take a look at your brand's foundations. These are the intangible elements that are so often overlooked, but that really are at the very core of your brand.

YES NO

ROOM FOR
NOTES:

Do you have a clearly defined **vision** (your why)?

What about a **mission** (how)?

Do you have **clear goals** for your brand?

Have you defined your **ideal client(s)**?

Do you know your **key competitors**, and their strengths/weaknesses?

Have you thought about where your brand sits in comparison to your competitors – your **positioning**?

Do you have a **wow-factor**?
(also known as a USP = unique selling point)

Have you defined your brand's **core values**?

Does your brand have a **unique personality**?

Are you showing up **consistently**, to increase brand recognition and trust?

YOUR TANGIBLE BRAND ELEMENTS

Next up, we look at the more tangible stuff: what people actually see or experience when they encounter your brand. A lot of people make the mistake of creating this part of their brand first.

Do you have a *logo*?

Do you have a *cohesive brand identity* to support your logo? Colour palette, typography, design elements, brand images?

Do you have a brand board or brand identity guidelines to ensure *correct and consistent application* of your brand identity?

Does your logo/brand identity evoke *the desired associations*, and is it representative of your brand's vision and core values that you have just defined?

Does your logo/brand identity resonate with your audience?

Do you have a *clear message*, and are you consistently communicating it across all touchpoints?

Does your brand tell *a story* that evokes feelings and engages your target audience?

Quickly round up all your collateral; business cards, website, brochure, social media graphics... the lot! Does it all look like it's from *the same company*?

What about photos and/or illustrations? Do they all have a *recognisable* and unique look?

Take a look at your written content too. Does your tone of voice reflect your brand's *values and personality*?

YES NO

ROOM FOR NOTES:

So, how many yes'es did you tick?

- 18-20** Wow, you're a true Brandit!
- 15-17** Hey, that's not bad at all – keep up the good work.
- 10-14** Uh-oh... looks like you have some work to do?
- 0-9** Ummm... we *seriously* need to talk!

TIME TO UP YOUR BRANDING GAME?

My self-paced brand strategy course was designed to help you get clear on your brand core + find the confidence to show up as *you* → attract more of those *omg, yes!* 🥰 clients.

