


# THE BRAND checklist



## FOUNDATION

- mission  
*what you actually do*
- vision  
*what you aspire to be*
- core values  
*your beliefs + principles, what supports the above. 5 words max. so you can remember them everyday.*
- goals  
*revise + refresh every 3 months!*
- business plan  
*story, marketing + financial strategies to accomplish the above*
- story/persona  
*how you got here and how you will make people feel*
- elevator pitch
- marketing strategy
- social media accounts  
 etc.
- social media bios  
*aka: digital handshake*
- content calendars  
*social media/blog/mail*
- content planning system  
*on paper, digital, software...*
- email newsletter list  
*plus methods for signups*
- finances  
*bookkeeping: out-sourced or software  
income: invoicing + payment methods*



## IDENTITY

- logo  
*do you love it? yes meh no*
- logo variations  
*full logo, simplified, black and white, social media bio and avatar circle, sticker or stamp, horizontal full + sans tagline, lettermark, graphic only*
- logo formats  
*for web, printers, publishing...*
- fonts with install files
- core brand colours
- secondary brand colours
- colour codes
- guides  
*brand board/style guide/mood board*
- brand tangibles  
*packaging, client gifts, promo items...*
- print stationery  
*business cards, brochures, stickers...*
- digital stationery  
*email signatures, newsletter graphics...*
- brand organization  
*digital kit folder that's backed-up online or external harddrive*
- social media content  
*graphics, photos, posts...*
- photos  
*for print, web, social media...*
- website  
*plan for regular updates, blog posts, etc.*

