Branding Checklist

THE TOP ELEMENTS IN CREATING A BRAND

BRAND IDENITY

NAME

Your brand name is what identifies you to your ideal audience. Be creative, memorable, and unique – if it's your name you're already awesomely UNIQUE.

VALUES

What does your brand stand for? Who and how are you serving your ideal audience? Your values are the core of your brand and are what will drive your brand and draw others to you who believe in your values.

IDEAL AUDIENCE

Determine who your brand will serve and focus on how your services, information and products will attract and create your ideal audience.
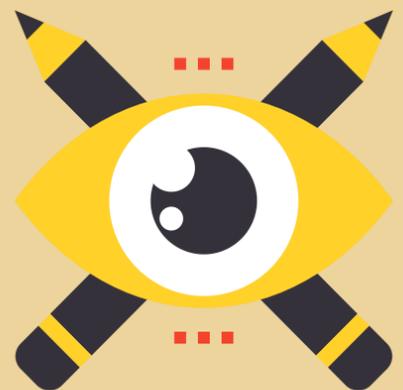
VISUAL BRANDING

LOGO

Create a logo that uniquely identity's you, your ideal audience should associate your logo with your brand. It should be professional and memorable.

COLORS

The colors you choose should compliment your brand, they should be consistent and they should easily identify your brand.

TYPEOGRAPHY

Your fonts show what your brand has to say – pick no more than 3 easy to read fonts. Creative script fonts are fun and help you stand out – just make sure they are easy to read, are spaced correctly and are a decent size. Use some for headers and body text. Use your chosen fonts to be consistent when creating print and online media.

DIGITAL BRANDING

WEBSITE

This is where you tell the world all about your brand. This is your space to inform, serve, and sell to your audience. Your website is designed your way with your content.

BRAND EMAIL

When communicating using your brand it is important to maintain your brand image. A brand email – yourname@yourbrand.com shows a consistent professional appearance in your communications. Having a brand email creates trust with your ideal audience – they will see your brand email and know that this message is trusted because it came from you and your brand.

SOCIAL MEDIA

Reach farther with your brand. Share your ideas, values products and services to update your ideal audience, and extend your audience with your branded content.

Learn more at https://arlindarobinsondesign.com

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