

BRAND CHECKLIST

A powerful brand identity is more than just your logo and a couple of colors. Your brand is made up of a number of components which add depth, texture, and personality. All of these components create your unique brand identity

Brand Strategy

- Brand Purpose
- Brand Goals
- Brand Mission
- Brand Vision
- Dream Client
- Brand Voice & Tone
- Brand Values Brand Story

Visual Elements

- Logo
- Color Scheme Brand Fonts
- Brand Images Brand
- Textures

Pre-Design Elements

- Brand Style
- Brand Colors Brand
- Typography Brand
- Moodboard

Supporting Elements

- Social Media Design
- Business Card Letterhead
- Email Header Website
- Design



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