

Brand Identity Checklist

Create Your Brand's Guidelines

Free prompts to craft a compelling brand identity and understand your customer base.

Fill up as many sections as you can to get the clearest idea of your brand identity.



My brand's name

My Idea(s):

- ✓ Organise a brainstorming session with my colleagues, friends, family, etc. to find a name or test my ideas.
- ✓ Take a poll or survey (if I have several ideas) with friends, family, followers, etc.
- ✓ Make sure my brand name is available for:
 - ✓ Website domain
 - ✓ Social Media handles

Tip On-Target... Don't forget: consistency over your different communication tools is a huge part of what makes a brand successful.

My mission statement and my story

What are my brand's core values?

- | | | |
|---------------------------------------|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Advancement | <input type="checkbox"/> Affection | <input type="checkbox"/> Balance |
| <input type="checkbox"/> Beauty | <input type="checkbox"/> Career | <input type="checkbox"/> Caring |
| <input type="checkbox"/> Change | <input type="checkbox"/> Connection | <input type="checkbox"/> Courage |
| <input type="checkbox"/> Creation | <input type="checkbox"/> Development | <input type="checkbox"/> Diversity |
| <input type="checkbox"/> Endurance | <input type="checkbox"/> Entertain | <input type="checkbox"/> Excellence |
| <input type="checkbox"/> Excitement | <input type="checkbox"/> Faith | <input type="checkbox"/> Family |
| <input type="checkbox"/> Finesse | <input type="checkbox"/> Forgiveness | <input type="checkbox"/> Freedom |
| <input type="checkbox"/> Friendship | <input type="checkbox"/> Fun | <input type="checkbox"/> Generosity |
| <input type="checkbox"/> Goodness | <input type="checkbox"/> Honesty | <input type="checkbox"/> Humanity |
| <input type="checkbox"/> Improvement | <input type="checkbox"/> Innovation | <input type="checkbox"/> Integrity |
| <input type="checkbox"/> Intelligence | <input type="checkbox"/> Invention | <input type="checkbox"/> Involvement |
| <input type="checkbox"/> Joy | <input type="checkbox"/> Justice | <input type="checkbox"/> Kindness |
| <input type="checkbox"/> Knowledge | <input type="checkbox"/> Leadership | <input type="checkbox"/> Learning |
| <input type="checkbox"/> Love | <input type="checkbox"/> Loyalty | <input type="checkbox"/> Openness |
| <input type="checkbox"/> Order | <input type="checkbox"/> Peace | <input type="checkbox"/> Play |
| <input type="checkbox"/> Power | <input type="checkbox"/> Prosperity | <input type="checkbox"/> Quality |
| <input type="checkbox"/> Relationship | <input type="checkbox"/> Religion | <input type="checkbox"/> Respect |
| <input type="checkbox"/> Security | <input type="checkbox"/> Spiritualism | <input type="checkbox"/> Strength |
| <input type="checkbox"/> Success | <input type="checkbox"/> Teamwork | <input type="checkbox"/> Wealth |
| <input type="checkbox"/> Wellness | <input type="checkbox"/> Wisdom | |

...Other(s):

Tip On-Target... We recommend that you pick 6 core values max. Think about what you and your brand stand for, what are you ready to fight for and what values you share with your potential future customers.

My story as the founder of my company / brand: What led me to start all this?

- I had a problem/issue and I found a solution by myself that I'm now sharing with the world to help them like I helped myself.
- It came from my passion.
- It came from my years of experience (I'm the most suitable to do what I do and sell what I sell) My values and philosophies help me have a deep understanding of my client's needs and I created the answer for them.
- I had the best selling rate / highest customer satisfaction grade / ... in my previous job and I'm now working for myself.

My personal story: Why I do what I do, and why am I uniquely able to do it?



My audience

Who is my main audience?

Identify them in 2 or 3 words:

Gender:

Male

Female

Other:

Their average age:

Their income: AU\$

Their interests / habits / likes:

Their dislikes:

Their location - where they hang out, do business, etc...:

Tip On-Target... Focus on 1 to 3 different types of people max. Of course, you will reach more than just your preferred target but this gives you a frame on how to speak to them and how to connect with them.

My brand's tone of voice

How does my brand sound like?

- | | | |
|---------------------------------------|--|--|
| <input type="checkbox"/> Articulate | <input type="checkbox"/> Assured | <input type="checkbox"/> Authentic |
| <input type="checkbox"/> Brave | <input type="checkbox"/> Candid | <input type="checkbox"/> Caring |
| <input type="checkbox"/> Combative | <input type="checkbox"/> Commanding | <input type="checkbox"/> Daring |
| <input type="checkbox"/> Disruptive | <input type="checkbox"/> Elegant | <input type="checkbox"/> Empathic |
| <input type="checkbox"/> Exciting | <input type="checkbox"/> Fearless | <input type="checkbox"/> Friendly |
| <input type="checkbox"/> Fun loving | <input type="checkbox"/> Guiding | <input type="checkbox"/> Honest |
| <input type="checkbox"/> Humble | <input type="checkbox"/> Informed | <input type="checkbox"/> Inspirational |
| <input type="checkbox"/> Intelligent | <input type="checkbox"/> Knowledgeable | <input type="checkbox"/> Mystical |
| <input type="checkbox"/> Optimistic | <input type="checkbox"/> Peppy | <input type="checkbox"/> Playful |
| <input type="checkbox"/> Provocative | <input type="checkbox"/> Reassuring | <input type="checkbox"/> Rebellious |
| <input type="checkbox"/> Refined | <input type="checkbox"/> Sensual | <input type="checkbox"/> Soothing |
| <input type="checkbox"/> Warm | | |
| <input type="checkbox"/> ...Other(s): | | |

Tip On-Target... It can be tempting to tick all of them but we advise you to only choose 3. The 3 main ones you feel should transpire in all your brand's communications because it is who your brand is and how you appeal to your audience.

Are there words I should NEVER use when communicating to my customers?

Tip On-Target... Think about synonym with the wrong connotation for your brand.
For example 'outsource' can be seen as too cheap for some businesses and you'd prefer 'partner' to it.

Are there words I should DEFINITELY use when communicating to my customers?

Tip On-Target... Think about words that will come back often in your business or terms you invented to convey an idea or name a product or a service.

Are there any visual symbols, culturally sensitive graphics or emojis I should NEVER use when communicating to my customers?

My logo and design parts

My logo concept:

Some logo examples as reference, to help your ideas below.



My logo is:

a symbol an illustration my brand name

...Other:

Does it have the foundations to become a great logo? Is it:

- Timeless
- Simple
- Memorable
- Versatile
- Appropriate
- Meaningful

My typography / font(s):

Some typography examples as reference, for choices below:

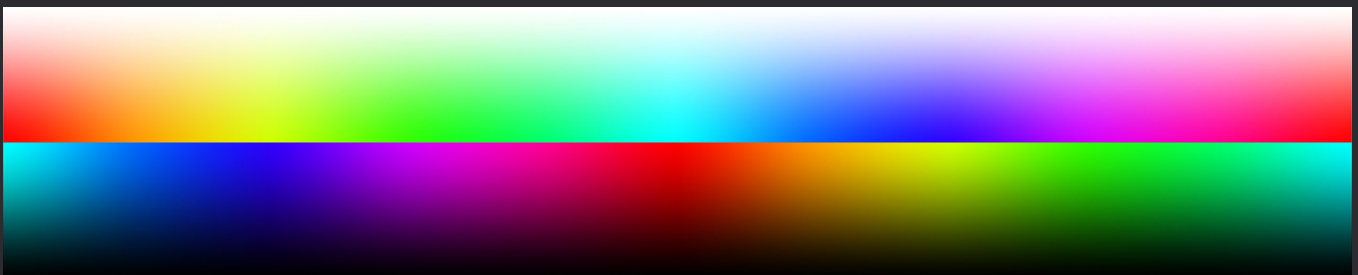


Main font .

Secondary font

...Other(s):

My colour palette that reflects my brand personality:



This site is a great resource for playing with colour combinations:

[Colourmind](https://colormind.io/) - <https://colormind.io/>

Tip On-Target... We recommend you pick 1 to 3 colours for your brand identity. When exploring colours, 3 combinations/themes of colours will help you get a first feel of your brand.

For a more advanced colour palette, use this table to list the name of the colour combination, and universal colour codes (# Hex Values as a 6-digit code - i.e. #000000):

Name of colour combination	Colour code / # Hex # _____	Colour code / # Hex # _____	Colour code / # Hex # _____
	#	#	#
	#	#	#
	#	#	#

My details

Name:

Email Address:

If you're determined to create a successful brand, contact us for a [FREE consultation](#)! We'll talk strategy and build your unique brand together.

Visual Targets - visualtargets.com.au

Phone: 0415 844 083

Email: contact@visualtargets.com.au

Social Media: @visualtargets



Just one more thing - an added BONUS for you:

My to-do list once I've created my Brand Identity

Tip On-Target... Once you have your branding guidelines, you need to create a consistent presence over all your preferred mediums and method of communications by following those guidelines.

Virtual/Online presence:

- √ Create my website
 - √ Create my blog
- √ Create my social media handles
 - √ Create my social media templates
- √ Create my animated content

Physical/Business materials:

- √ Create my business cards
- √ Create my packaging
- √ Create my thank you cards
- √ Create my flyers, brochures, signage
- √ Create my store decor moodboard

Communication:

- √ Create my email signature
- √ Create my thank you email
- √ Create my EDM or newsletter

Advertising:

- √ Create my advertisement campaign
 - √ Social media sponsored posts
 - √ Posters
- √ Television

...and more - imagine the possibilities!