



Branding Checklist

Use this checklist to ensure your brand is consistent, cohesive, and aligned with your vision across all platforms.

1. Brand Foundation

- ☐ Mission statement
- ☐ Vision statement
- ☐ Core values
- ☐ Brand purpose / “Why”
- ☐ Unique selling proposition (USP)
- ☐ Target audience defined
- ☐ Brand personality and tone of voice

2. Visual Identity

- ☐ Logo (primary, secondary, icon)
- ☐ Color palette (with hex codes)
- ☐ Typography (primary and secondary fonts)
- ☐ Brand imagery style (photo, video, graphics)
- ☐ Brand mood board
- ☐ Brand style guide (PDF or web doc)

3. Brand Messaging

- ☐ Tagline or slogan
- ☐ Elevator pitch
- ☐ Voice and tone guide
- ☐ Messaging pillars (key themes you consistently speak about)
- ☐ Hashtag strategy (if applicable)

4. Online Presence

- ☐ Website aligned with branding
- ☐ Consistent social media profiles (bios, handles, visuals)
- ☐ Email signature and templates
- ☐ Branded content templates (for posts, stories, etc.)

5. Strategy & Consistency

- ☐ Brand strategy document
- ☐ Content strategy aligned with brand voice
- ☐ Visual assets library
- ☐ Regular brand audits
- ☐ Team alignment on brand usage