

Brand Identity Checklist

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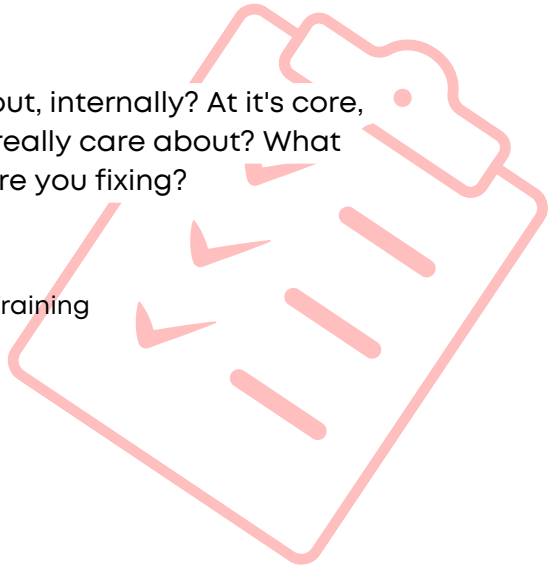
- ☐ Internal Brand
- ☐ Target Audience
- ☐ Market Landscape
- ☐ Market Position
- ☐ Brand Personality
- ☐ Tone of Voice
- ☐ Tagline
- ☐ C.L.F.
- ☐ Brand Collateral
- ☐ Elevator Pitch



Internal Brand

What is your brand about, internally? At it's core, what does your brand really care about? What customer pain points are you fixing?

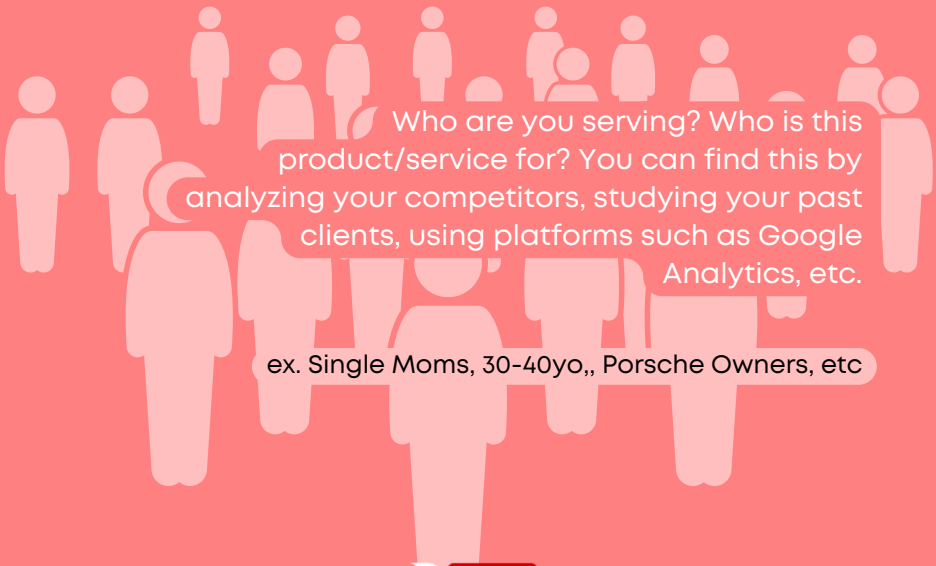
ex. Innovation, Teaching/Training



Target Audience

Who are you serving? Who is this product/service for? You can find this by analyzing your competitors, studying your past clients, using platforms such as Google Analytics, etc.

ex. Single Moms, 30-40yo., Porsche Owners, etc



Market Landscape



Simple. Where do you plan on marketing your business?

ex. YouTube, Facebook/Instagram, Google



Marketing Position

What attracts your customers?

What makes you different?

What's your distinction from other businesses
like yours?

ex. We are the answer to your specific problem. We
aren't like our competitors because we have
experience in _____





Brand Personality

What characteristics make up your business?

ex. Trustworthy, Innovative, Punctual, Personable, etc.

Tone of Voice

How your company's personality shows across in your written and spoken phrases. It's not so much what you say as it is how you say it, and the impression you leave on everyone who reads or hears you.

ex. Inspiring, Educate, Entertain

Tagline

A tagline is a statement that clearly and entertainingly communicates a brand's vision, purpose, or culture. Their primary objective is to engage customers and make them feel more connected to the company.

ex. Verizon: '5G Built Right.'



It's
finger lickin'
good

open happiness™



COLORS

Choosing Your Brand Colors

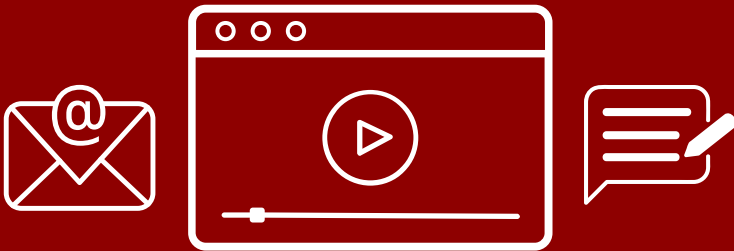
LOGO

Choosing Your Logo Design

FONT

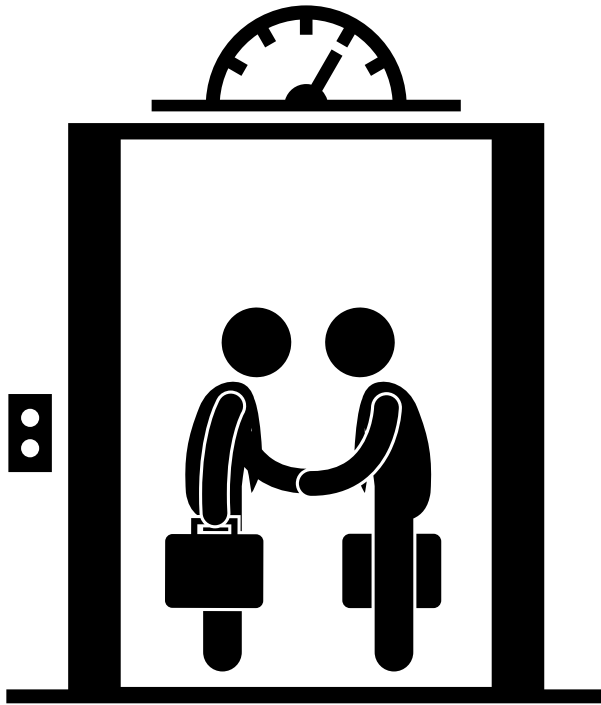
Choosing Your Brand Font

Brand Collateral



Collection of information and media used to advertise and raise awareness of your company. It is maintained through your annual marketing calendar and is strategically employed to support your sales and marketing operations.

ex. Video, Newsletter, Blog, etc



Elevator Pitch

An elevator pitch is a short means of introducing yourself, building a connection, and relay a critical point or two. It takes about the same amount of time as traveling in an elevator with someone.

[Click here for to see how to create an elevator pitch](#)

Check Out These Other Assets



[Elevator Pitch Creation](#)

[Choosing Your Brand Colors](#)

[Finding Your Target Audience](#)

[Tagline Examples](#)