

Basic Branding Checklist

Branding refers to a cohesive system of typefaces, colours, imagery and language that encompasses a brand. Listed below are the basics you need to do in order to build strong branding foundations.

01 Clear Mission Statement

Develop a clear vision for who you are, what you do, and who you serve. (Business name) **help** (target audience) **do** (what do you do) **by** (how do you do it).

This helps identify your unique selling point (USP)

02 Brand Tone & Voice

Think of your brand as a person. How do you want to come across to you consumers? Use the examples below to help you.

Values: Approachable/Professional/Trust

Purpose: Education/Informative/Engaging

Voice: Warm/Chatty/Motivating

Tone: Dry/Humorous/Positive

Language: Informal/Slang/Jargon

03 Brand Values

Based on the above information, come up with **5 keywords** or adjectives that you would like your audience to associate with your brand.

04 Clear Ideal client & Target Audience

Build a persona for them. How old are they? What gender, ethnicity are they? Where are they based? Where do they shop?

*The more **specific** the better*

05 Research (Industry and Competitors)

Ask yourself, **What can we do better or different?**

06 Colours

Start with Three. These set the tone and the feel your brand is trying to convey. Are the colours selected representative of your brand values?

They'll be used to create the brand design + collateral.

07 Typography (Font)

Select **1 header font** (used for titles and section headings) and **1 body font** (used for paragraph text).

Use these two fonts exclusively for all outgoing visuals – no exceptions.

08 Logo

Make sure this is: Simple, Relevant, Timeless, Unique and **Scalable.**

Use a Graphic designer to create a final vector file (.svg or .eps).

Thank You



Thank you for downloading our worksheet.

If you are interested in working with us on this project or on an upcoming project, please don't hesitate to get in touch.

With love,

A handwritten signature in black ink, appearing to read 'Ruth'.

Ruth Wright-Palmer

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