



# BRAND DESIGN CHECKLIST

## Brand Identity

- Why design a brand? \_\_\_\_\_
- Brand story \_\_\_\_\_
- Brand values \_\_\_\_\_
- Target audience \_\_\_\_\_
- Offerings \_\_\_\_\_
- Business name \_\_\_\_\_
- Logo \_\_\_\_\_

## Brand basics

- Tagline \_\_\_\_\_
- Copyrighting \_\_\_\_\_
- Style, aesthetics \_\_\_\_\_
- Forms/shapes \_\_\_\_\_
- Colors \_\_\_\_\_
- Fonts \_\_\_\_\_
- Other \_\_\_\_\_

## Social Media

- Instagram \_\_\_\_\_
- Facebook \_\_\_\_\_
- Twitter \_\_\_\_\_
- LinkedIn \_\_\_\_\_
- Pinterest \_\_\_\_\_
- YouTube \_\_\_\_\_
- Other \_\_\_\_\_

## Imagery/Print

- Headshots \_\_\_\_\_
- Working shots \_\_\_\_\_
- Social media covers \_\_\_\_\_
- Business cards \_\_\_\_\_
- Email signature \_\_\_\_\_
- Templates \_\_\_\_\_
- Videos \_\_\_\_\_