

# branding checklist

## BRAND MESSAGING

Step 2: identify your

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- Niche/area of expertise
- Core values
- Mission statement
- Ideal client or customer
- Differentiating features

## BRAND IDENTITY

Step 2: establish your

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- Mood board inspiration
- Color palette
- Font preferences
- Custom icons
- Patterns/textures

## BRAND DESIGNS

Step 3: Create your

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- Primary + secondary logo
- Social media graphics
- Marketing graphics
- Informational PDFs
- Website

## BRAND MAINTENANCE

Step 4, Maintain your

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- Consistency
- Client interactions
- Workflow management
- Marketing strategy
- Creativity/inventiveness