

# BRANDING CHECKLIST



## THE COVEN

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# **BRANDING**

**Want your branding to be airtight before your big business reveal? Or don't know where to begin tackling a rebrand? We get it, there is a lot to consider. This branding checklist will make sure you have considered every aspect of what it takes to build a strong brand.**

**Before you begin making your way through the checklist, spend a bit of time thinking about what you want your branding to communicate. This is something to keep in mind as you begin designing and building your brand...**

**Branding is what makes your business memorable. What do you want your business to be remembered for?**

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**From your colour palette to your brand language, what do you want your branding to communicate about your business?**

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**Company name**

**Clear mission**

**Target audience**

**Brand boundaries**

**Brand positioning**

**Website design**

**Favicon**

**Web domain name**

**Email domain name**

**Social media handles**

**Logo**

**Business cards**

**Font palette**



**Colour palette**

**Email list**

**Competitors**

**Content strategy**

**Graphic templates**

**Social share banners**

**Email signature**

**Brand language/tone/voice**

**Brand story**

**Photography style/filters**

**Headshots**

**Brand personality**

**Community**

