

Branding Checklist

Whether your endeavor is a startup or an existing company looking for a relaunch, these items are the foundation of a successful business.

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Brand Design to Inspire™



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- **What do you do?** — Become an expert in your industry by choosing a niche.
- **Target Audience** — Mostly women or men? Age bracket? What problems do they face? Know your audience and what they care about.
- **Brand Personality** — What's your brand image? Take our quiz at teakettica.com/brand-personality-series/
- **Logo Design** — Hire a designer to create the most basic form of your company's visual identity.
- **Domain Name** — Buy your domain, roughly \$15/yr. Get something memorable, short, and unique.
- **Website Design** — Create a branded & beautiful, mobile-friendly website to bring you closer to your customers. Don't forget social media integration.
- **Email with Custom Domain** — Make your email yourname@customdomain.com.
- **Email Signature** — Design a simple signature and add it to every email sent, even replies.
- **Email Marketing** — Setup an email list and have a subscribe form on your website. Create a template that matches your brand. We recommend MailChimp for beginners.
- **Business Cards** — Don't skimp on these! Get creative and use high quality paper stocks.
- **Social Branding & Strategy** — Choose your social media platform(s). Extend your brand to your profile pics and cover photos. Consider ads and boosting posts.
- **Content Strategy: Blog & Social** — Create content consistently in your brand voice. Stay relevant and current.
- **Style Guide** — Create a manual of style that you can send to staff and vendors to make sure your brand is being used consistently and correctly. This contains items such as:
 - Brand Colors and color codes**
 - Brand Fonts and fall backs**
 - Brand Photography** — Curated images to use for social media posts, ads and more.
 - Brand Voice** — Identify your brand voice and inspire loyalty to your products and services.
 - Branding Kit** — This kit contains all logos, fonts, pictures and other files for your brand.
 - Brand Assessment** — How does your brand compare to others? Does it stand out?
 - Search Engine Optimization (SEO)** — Help your future clients find you through focus keyphrases.