



Branding Checklist



Brand Colours



Typography & Fonts



Image Guidelines



Mission Statement



Brand Values



Persona



Brand Colours

Be sure to note which are main colours
and which are accent only

1.

2.

3.

4.

5.



Brand Fonts

Rules around font types, weight and usage,
typography and colour choices.

Check font licensing requirements.

Font name:

Weight/size:

Link:

Colours:

Font name:

Weight/size:

Link:

Colours:

Usage guidelines:

Layout rules:



Brand Imagery

Create rules for logo, icons, graphics and images. eg stock images governance, iconography, focus and colours.

Photography:

Maximum size:

Background:

Stock images: yes/no

Links:

Icons and logos:

Link to library:

Background:

Stock images: yes/no

Graphics:

Link to library:

Colour rules:

Stock images: yes/no



Mission Statement

Keep it brief. Your Mission Statement should be no longer than 3 sentences/100 words.

A large, empty white rectangle with rounded corners and a thick orange border, intended for writing a mission statement.



Brand Values

State your values really clearly so that employees know exactly what your company stands for.

1.

2.

3.

4.



Brand Persona

Think about your brand as a person. Where is it from, it's age, gender, values and education, etc.

Role:

Age:

Gender:

Location:

Education:

Hobbies:

Information source:

- News:
- Socials:
- Websites:
- Television