

Brand Identity Checklist

Build a brand that looks professional and communicates clearly — logo, colors, fonts, messaging, and visual assets in one organized checklist.

■ Brand Foundation

- ☐ Define your mission and core values in one or two sentences
- ☐ Write a one-sentence brand statement anyone on your team can repeat
- ☐ Identify your target audience and the problems you solve for them
- ☐ Research three to five competitors and note what makes you different
- ☐ Choose a business name you can use consistently everywhere

■ Logo & Visual Marks

- ☐ Create a primary logo in full color
- ☐ Create a stacked or horizontal variation for tight spaces
- ☐ Design a simplified icon or favicon version
- ☐ Test the logo in one color (black and white)
- ☐ Save final files in SVG, PNG, and PDF formats
- ☐ Confirm the logo stays legible at small sizes

■ Color Palette

- ☐ Choose one primary brand color
- ☐ Select one or two secondary colors
- ☐ Define a neutral background color
- ☐ Record hex codes for web and matching values for print
- ☐ Check color contrast for readable text and accessibility

■ Typography

- ☐ Choose one headline font and one body font
- ☐ Define sizes for headings, body text, and captions
- ☐ Document the font weights you will actually use
- ☐ Note where each font can be downloaded or licensed

■ Messaging & Voice

- ☐ Write your elevator pitch in 30 seconds or less
- ☐ Draft a short business description of about 50 words
- ☐ List five keywords that describe your brand
- ☐ Decide how formal or casual your brand voice sounds
- ☐ Write standard answers to your most common customer questions

■ Visual Assets & Collateral

- ☐ Design business cards and letterhead
- ☐ Create social media profile images and cover art
- ☐ Prepare an email signature graphic
- ☐ Build reusable templates for social posts and promotions
- ☐ Collect product or service photos in one organized folder

■ Website & Digital Presence

- ☐ Match website colors and fonts to your brand palette
- ☐ Use the same logo file across every platform
- ☐ Claim and update your Google Business Profile
- ☐ Keep directory listings consistent: name, address, and phone
- ☐ Review how your brand appears on mobile devices

■ Keep It Consistent

- ☐ Create a one-page brand style guide
- ☐ Share your guidelines with anyone creating materials for you
- ☐ Revisit this checklist every 6 to 12 months

Working through your brand? Creative Co can help.

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