



G E M S

THE BRANDING CHECKLIST

WHAT IS BRANDING?

Branding refers to the process of creating a distinct identity and reputation for a company or product in the minds of consumers. It involves developing a unique name, logo, design, and messaging that differentiate the brand from its competitors.

Branding aims to establish a strong and positive perception of the brand, build trust and loyalty among customers, and evoke specific emotions and associations related to the brand. It encompasses various elements, including visual identity, brand positioning, brand personality, and brand messaging, all of which work together to shape how a brand is perceived by its target audience.

THE BASICS

Define your brand identity:

Start by clearly defining your brand's mission, values, personality, and unique selling proposition. Understand your target audience and what sets your brand apart from competitors.

Conduct market research:

Perform a thorough analysis of your industry, competitors, and target market. Identify trends, customer preferences, and opportunities that can inform your branding strategy.

Develop your brand elements:

Create key brand elements, including a compelling brand name, logo, color palette, typography, and visual style. Ensure these elements align with your brand identity and resonate with your target audience.

Craft your brand messaging:

Develop a clear and concise brand message that communicates your value proposition and resonates with your target audience. This messaging should be consistent across all brand communications.

Build brand touchpoints:

Establish consistent branding across various touchpoints, such as your website, packaging, marketing materials, social media profiles, and customer interactions. Ensure visual and verbal consistency to reinforce your brand identity.

Establish brand guidelines:

Create brand guidelines that outline how your brand should be represented visually and verbally. These guidelines should cover logo usage, typography, color usage, tone of voice, and any other relevant brand standards.

THE DELIVERABLES

BRAND

- Logo
- Colors
- Fonts
- Tagline
- Brand Story
- Positioning Statement
- Usage Language
- Graphic Elements

WEBSITE

- Home Page
- About Page
- Services & Offerings
- Sales Page
- Portfolio
- Contact Page
- Privacy Policy
- Terms and Conditions

PRINT

- Business Cards
- Letterhead + Envelopes
- Postcards
- Posters
- Folders
- Brochures
- Books
- Invitations
- Product Packaging

DIGITAL

- Ebooks
- Downloadable Worksheets
- Newsletter Template
- Email Signature
- Sales/ Conversation
- Slides
- Presentations
- Online Advertising
- Email Signatures

THE DELIVERABLES

Continued

CONTENT

- Blogs
- Podcasts
- Videos
- Tutorials
- Resources
- Forums
- Social Media Channels

SPACE

- Interior Design
- Interior Decoration
- Interior Experience
- Exterior Signage
- Interior Signage

BASICS

- Brand Mission
- Brand Story
- Brand Balance
- Brand Values
- Brand Message
- Brand Language
- Brand Personality
- Brand Keywords

LEGAL

- Business Registration
- Name Copyright
- Slogan Copyright
- Client Contracts
- Payment Contracts
- Privacy Policy
- Non Disclosure Agreements
- Intellectual Property
- Employee Contracts

THE DELIVERABLES

Continued

STRATEGY

- Business Niche
- Target Audience
- Community
- Competitors
- Vision
- Mission
- Core Values

PHOTOS

- Head-shots
- Candid Working Shots
- Product/Service Shots
- Conceptual Shots
- Brand Video
- Moving Image Vignettes

MEDIA

- Brand Video
- Television Commercial
- Outdoor Advertising
- Radio (Or Voice-over)
- Advertising

EXTRAS

- Trade Show Booth
- Speaking Slides
- Workshops
- Conferences
- Presentations
- Personal Style
- Promotional Products



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HAPPY BRANDING!