

# Brand toolkit checklist



## Messaging

Tone of voice

Copy describing your business

*(You might have different forms of this which, might include a tagline, one-line description, “elevator pitch”, longer “story”)*

Key messages

*(A series of statements that highlight the key offerings and value/benefits of what you have to offer.)*

## Visual identity

Logo

Dedicated fonts and typography style

Dedicated colour palette

Imagery style

*(Perhaps you only use black and white photographs; maybe you use drawings that you create yourself; maybe you have illustrations commissioned; maybe you use close-up photographs of nature that are almost abstract. Having a distinct imagery style is a great way to create recognition of your brand.)*

Supporting graphic elements

*(As with the imagery style, having a set of core graphics, in addition to your logo, is a great way to create recognition of your brand, as well as to delight with added visual interest. These graphics could include a set of icons, patterns etc.)*

## Digital

A professional email address

*(Ideally with your own domain, e.g. email@yourbusinessname.com, as opposed to yourbusinessname@gmail.com. If technology intimidates you, rest assured that this can be much easier to set up than you think.)*

Email signature

Email marketing account

*(On a platform such as MailChimp.com, with on-brand sign-up forms and email templates set-up)*

Website

*(With an on-brand URL, graphics, images and copywriting)*

Social media presence

*(With on-brand ID names, graphics and bios)*

Social media groups (run by you)

*(With on-brand ID names, graphics and bios)*

Blog

*(This may be a part of your website)*

## In real life

Your personal presentation

*(E.g. your attire)*

Business stationery

*(May include business cards, letterhead, compliment slips/postcards, stickers etc.)*

Presentation template

Leave-behind

*May take the form of a flyer, leaflet, brochure, poster, gift etc. Think out of the box when it comes to object and format so that you create something memorable that people will want to keep. Bonus if it's something that is useful for them, beyond just communicating your message.)*

Pop-up stands/banners/signage

Product display and product packaging

Physical space (office/shop)