

Brand Guidelines Check List



BRAND IDENTITY

- ☐ Define your brand's purpose, mission, and core values.
- ☐ Identify your target audience and understand their needs and preferences.
- ☐ Create a brand personality profile that reflects your brand's characteristics.

BRAND VOICE AND TONE

- ☐ Describe the brand's tone of voice, whether it's friendly, professional, playful, etc.
- ☐ Provide examples of the brand's language and communication style.

BRAND COLOURS

- ☐ List the brand colours, including their specific color codes (RGB, CMYK, HEX).
- ☐ Add in a secondary palette with the brand colours are different tones.

LOGO SUITE

- ☐ Provide clear guidelines on how and where to use your logo.
- ☐ Include variations of your logo (color, black and white, grayscale, etc.).
- ☐ Specify minimum size and clear space requirements for the logo.
- ☐ Explain when and where to use each logo variation (horizontal, vertical, simplified, etc.).
- ☐ Show examples of proper and improper logo usage.

TYPOGRAPHY

- ☐ Specify the brand fonts to be used consistently across all materials. Also link to where the fonts can be purchased.
- ☐ Define font sizes and styles for headings, subheadings, body text, etc.
- ☐ Include a typography hierarchy is a way to make the text more readable.



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DIGITAL APPLICATIONS

- ☐ Specify guidelines for website design, including header, footer, favicon, buttons, and navigation.

BRAND APPLICATION

- ☐ Showcase visual examples of your brand applied correctly in various contexts.

BRAND DON'TS

- ☐ List examples of what not to do to maintain brand consistency and integrity.

IMAGERY & GRAPHICS

- ☐ Outline guidelines for using images and graphics that align with your brand's aesthetic.
- ☐ Include examples of the types of images that fit your brand.

STATIONERY & COLLATERAL

- ☐ Detail the design and layout for business cards, letterheads, envelopes, etc.

ICONOGRAPHY

- ☐ If applicable, include guidelines for using icons and their style.

SOCIAL MEDIA

- ☐ Provide instructions for brand consistency on social media platforms, including avatars, cover photos, and post layouts.

CONTACT INFORMATION

- ☐ Include contact details for any questions or clarifications regarding the brand guidelines.



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Congratulations on crafting your own brand guidelines! I hope you enjoyed the process as much as I did creating this checklist.

Of course, not everything on this list will be a perfect fit for your unique business. Your brand is one of a kind, and that's what makes it special. So, feel free to tweak these guidelines to match your brand's personality and style perfectly.

If you ever need an extra pair of hands to bring your brand to life or expert guidance in crafting an unforgettable brand experience, I'm here to help. This is what I do – creating remarkable branding experiences. Reach out to me anytime, and let's work together to create something extraordinary!

If you're ready to take your brand strategy to the next level and pair it with some dope visuals, I'd love to be your extra team member. As a passionate brand strategist with a knack for creating eye-catching designs, I'm here to help you bring your brand vision to life.

Feel free to get in touch, and let's make something amazing.

Sarah

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