

Your Ultimate Branding Checklist

Your Brand Fundamentals

**Mission
Story
Values
Keywords**

Your Brand Design

**Mood board
Logo
Colors
Patterns / textures
Typefaces / fonts
Email signature**

Your Brand Strategy

**Target or ideal audience
Niche
Competition
Community
Marketing strategy**

Your Brand Assets

**Website theme consistent with your design
Professional business email
Business cards
Brand photos
Professional headshots**

Your Brand's Long and Short Form Content

**Website content
Blog that helps solve target audience's problems or answer their questions
Newsletter
Videos/vlogs
Social media posts**