



BRAND CHECKLIST

We believe that a brand personality stands the test of time, is constantly evolving and dynamic. It creates trust and loyalty amongst clients. Companies are built on their brand personality.

CHARACTERISTICS OF A BRAND PERSONALITY

Dynamic. Focused. Agile. Relevant. Distinctive. Detailed. Holistic. Consistent. Unique. Authentic. Credible. Visible. Full-bodied.

HOW TO FIND YOUR VOICE

Ask yourself the following questions:

- Three words that describe your brand?
- Three values of your target audience?
- Three things that your brand personality will and won't do?

PEOPLE REMEMBER

80% of what they **SEE** **20%** of what they **READ** **10%** of what they **HEAR**

PHASE 1 / Introduce brand to potential clients

- A NAME**
What is in a name? A name is what you will be referred to. Make sure your name is easy to pronounce and something memorable that people can remember.
- LOGO**
It is important that your logo works in both black and white as well as full colour. Have two variations of your logo that makes it easy to adapt to size specifications.
- TAGLINE**
What are the one things you want people to remember when they think of your brand?
- BRAND MANUAL**
This document entails your full personality. The dos and don't and unique language/visuals of your company. Graphic Elements, Font and colour specifications. Image guidelines and usage.
- STATIONARY**
Business cards and letterheads are your brand personality extension through print. Leave a lasting impression with a creative business card that won't go to waste.

- ONLINE PRESENCE**
Make yourself discoverable through having a professional domain name and email address where clients can contact you.
- WEBSITE**
Introduce yourself to future clients in a professional and convincing manner. It is crucial that your website is mobile responsive because most people will access your site from their mobile device. Make sure clients can easily navigate through your website. Include an about page, contact page, services/products page and professional imagery.
- SOCIAL MEDIA**
Social media is all about interaction and community. It is a myth that you need to be on all the social media platforms. Make sure you are on the social media channels where your target audience is connecting. This is also a great place to get more research on your target audience and to test out new campaigns and ideas. Brand all your social media in your brand personality.

Want to know which social media platforms to use?

[> DOWNLOAD OUR SOCIAL MEDIA CHEAT SHEET](#)

PHASE 2 / Build brand trust with clients

- EMAIL TEMPLATES**
Communicate to clients via email that is beautifully designed.
- COMPANY PROFILE**
A company profile is a tool that your team can use to drive sales. A company profile is great for print but can also be designed for digital use. Interactive company profiles make you stand out above the rest. Include your company story, products and services, contact details and a call-to-action.
- BROCHURES**
Have specific brochures around your key products and services.

PHASE 3 / Grow customers into loyal customers

- BRANDED GIFTS**
Spoil clients with a branded gift that showcases the value you add.
- BLOG**
Add value to clients free of charge. This will showcase that you are a thought leader in your field.

WANT TO HAVE A BRAND PERSONALITY?