

BRAND GOALS CHECKLIST



AUDIT ITEMS

1 BRAND DESIGN ELEMENTS

- Strong primary logo
- Secondary logo or mascot
- Horizontal version of logo
- Stacked version of logo
- Approved PMS colors
- Standard brand fonts
- Official brand guide including all of the above



REMEMBER: Establishing a stacked AND horizontal version of every logo is highly suggested for versatility. Brand guides are essential for maintaining the integrity and quality of your brand.

“

Design is the silent ambassador of your brand.

-Paul Rand

”

2 CLEAR MISSION STATEMENT

- Explanation of exactly what you are offering
- Proof of how it will add value to your clients' life
- Transparent & concise communication



PRO TIP: Revisit this item often and make sure that your actions are staying in line with your mission.

NOTES



Do you feel confident when speaking about your brand?

Is it obvious to clients what problem you solve for them?

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3 BRAND VOICE

This is anything put out into the world that represents your brand. Check that these are relatable to your IDEAL clients:

- Text in your website
- Social media content
- Marketing materials like flyers and brochures
- Promotional products



KNOW YOUR AUDIENCE: Do some research on your target market and adjust your voice to speak their language and gain their trust.

We believe in using our talents where they best fit, and outsourcing tasks when we are not as confident.

Creating quality design and executing marketing strategies is our passion.

We are excited to be a partner in your upcoming goals!



Do you feel like you connect with your ideal customer?

4 SOCIAL MEDIA ENGAGEMENT PLAN

- Scheduled posts - maintaining an active presence
- DM and comment responses, customer service
- Does influencer marketing align with my brand?
- Sponsor events to increase brand awareness
- Shopable posts, offer discounts and sales



GROWTH HACK: Take time to reach out individually to thank organic followers for their support - make real connections with people who are already showing interest in your brand.

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5 BRANDED SWAG

- Does the item make sense for your brand?
- Show appreciation to existing clients
- Get a dream clients' attention
- Make it memorable
- Gain additional impressions with reusable items



SHOW THE LOVE: Promotional products pay for themselves when done correctly - they generate repeat sales, referrals and loyalty. Turn your clients into brand ambassadors!

“

Success does not come from what you do occasionally. It comes from what you do consistently.

-Marie Forleo

”

6 CONSISTENCY

A few ways this will continue to increase brand value:

- Creates an easily recognizable brand
- Increases recall rates
- Produces brand awareness and loyalty



THE BRAND GUIDE: The importance of this manual cannot be stressed enough. Ensure that your brand quality is being represented by having it readily available to all employees and partners.

NOTES



What ways can you use promotional products to strengthen your marketing strategy?