

Brand Toolkit Checklist

Everything you need at the ready so you can market and promote with more ease and efficiency!



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Hello savvy entrepreneur! This checklist covers all the basics you'll want in your brand toolkit so you can convey your brand consistently, clearly – and have everything you need ready to go when you need it.

Your brand is conveyed in three crucial ways: *Visually*, *Verbally* and *Experientially*. I also like to call this The Three-Legged Stool of Branding. You must communicate your brand consistently across all three aspects so that your audience gets a clear picture through everything you do and they can then know, like, trust–and buy–you!

Visual Elements:

- ☐ Logo:
 - In various file formats: JPG & PNG (for web use, in RGB colors) and EPS (for print use, in CMYK and PMS colors)
 - B/W versions, just in case
 - Version with a transparent background (so looks good on colored backgrounds)
 - If applicable, vertical and horizontal lockups
- ☐ Color Palette:
 - Primary colors and secondary/accent colors
 - CMYK, PMS and RGB color codes for every color (for use on different apps)
- ☐ Style Guide (optional):
 - Includes color palette, official fonts (primary and secondary) and acceptable uses and layouts for the logo, if applicable. Could also include guidelines for website design: headings, colors, fonts, etc.
- ☐ Professional Headshot and Publicity Photos
 - Product or book cover photos, if applicable
 - Photos or official images representing your offerings, if applicable
 - Be sure to take some portrait and some landscape to use in various social media. For example, landscape shots work well as Twitter profile page banners. Horizontal shots work well on Pinterest.

Verbal Elements:

- ☐ Core Value Proposition:
 - *We do (WHAT) for (TARGET AUDIENCE) so they can achieve/gain/get/find/master (3 CORE BENEFITS)*

- What is your hook or where do you fit in among known analogies?
- ☐ Brand Attributes:
 - List 3-5 adjectives or traits that convey your brand's voice, vibe and style. Cite characters, famous people, TV shows, events, etc.
- ☐ Brand Voice/Personality:
 - What do you want your brand to evoke visually and verbally in its tone of voice?
 - Who would be your celebrity spokesperson (real, fictional, alive or dead)
- ☐ Mission Statement:
 - One or two sentences that explains why you do what you do.
- ☐ Vision Statement (optional):
 - "Big" goal, how this will change the world, make people happier, etc. What is your desired future state?
- ☐ Tagline (optional):
 - Catchy, pithy, and memorable statement used on advertising or at the end of your elevator pitch – play off of your mission, value or brand attributes. DON'T FORCE THIS!
- ☐ Company/Business Descriptors:
 - 25 words or less:
 - 50 words or less:
 - 100 words or less:

Experiential Elements:

- ☐ Opt-in Incentive:
 - A freebie (guide, tip sheet, playlist, video, training program or Challenge) that entices people to join your email list or share their information.
- ☐ Client/Customer Onboarding/Welcome Gift:
 - Your signature touch to welcome them into an official relationship with you.
- ☐ Privacy Policy:
 - Must be somewhere on your website to link to from your marketing emails and sign-up pages.
- ☐ Business Policies:
 - Include somewhere on your website and include return/refund policies and general terms of service, not specific to a formal contract. This could include best ways to contact you, promised response times, etc.
- ☐ Contract/Legal Agreement:
 - If you are a professional services business, you must have a formal contract in place, even a simple one, for clients and partners to properly set expectations and ensure alignment. This could also take the form of a waiver if your business involves physical risk.

With this checklist completed, you're now armed and fabulous to make your marketing clear, consistent and most importantly compelling to the people you want to reach. Happy branding!

About Maria Ross



Maria Ross is a brand strategist, author and speaker who believes cash flow and creativity are not mutually exclusive. As creator of Red Slice, she advises startups, solopreneurs and small businesses on how to craft irresistible brands. Maria is the author of [*Branding Basics for Small Business: How to Create an Irresistible Brand on Any Budget, \(2nd Edition\)*](#) and the newly launched eBook series, [*The Juicy Guides for Entrepreneurs*](#), as well as her powerful personal memoir, [*Rebooting My Brain*](#). A dynamic speaker, she has delighted audiences ranging from *The New York Times* to the Chamber of Commerce to BlogHer and has appeared in and written for numerous media outlets, including MSNBC, ABC News, The Huffington Post, Forbes.com, NPR and *Entrepreneur Magazine*. Maria lives in the San Francisco Bay Area with her husband, toddler son and their precocious Black Lab mix. Learn how to tell your irresistible story at red-slice.com or spark a conversation with Maria on Twitter [@redslice](https://twitter.com/redslice)

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