



## How to Create a Brand Book Checklist

### 1. Introduction to the Brand

- **Brand Overview:** Provide a brief history and background of the brand.
- **Mission Statement:** Clearly articulate the brand's mission and purpose.
- **Vision Statement:** Outline the brand's long-term goals and aspirations.
- **Core Values:** List the fundamental principles that guide the brand's actions.
- **Brand Personality:** Define the brand's tone, style, and character traits.

### 2. Brand Logo

- **Logo Design:** Include the primary logo and variations (e.g., horizontal, vertical, monochrome).
- **Logo Usage Guidelines:**
  - **Spacing and Sizing:** Specify the minimum size and clear space around the logo.
  - **Incorrect Usage:** Show examples of what not to do with the logo.
- **Logo Placement:** Provide guidelines on where and how to place the logo across various media.

### 3. Color Palette

- **Primary Colors:** List the main colours of the brand's visual identity.
- **Secondary Colors:** Include any additional colours that complement the primary palette.
- **Colour Codes:** Provide the exact HEX, RGB, and CMYK codes for each colour.
- **Colour Usage Guidelines:** Explain how and when to use each colour, including background applications.

### 4. Typography

- **Primary Fonts:** Specify the fonts used for headings, subheadings, and body text.
- **Secondary Fonts:** Include any alternative fonts or typefaces for specific uses.
- **Font Sizes and Hierarchy:** Provide guidelines on font sizes, line spacing, and text hierarchy.
- **Usage Examples:** Show how the typography should appear in various formats (e.g., print, digital).

### 5. Imagery and Photography

- **Image Style:** Define the visual style of photography (e.g., candid, staged, black and white).
- **Imagery Guidelines:** Provide examples of acceptable images that align with the brand's identity.
- **Image Sourcing:** Specify where to source images (e.g., stock photography, custom shoots).
- **Image Usage:** Explain how images should be used across different platforms (e.g., website, social media).

### 6. Iconography and Graphics

- **Icon Style:** Define the style and theme of icons used within the brand.

- **Custom Graphics:** Provide examples and guidelines for using brand-specific graphics.
- **Graphic Elements:** Include any additional graphic elements (e.g., patterns, textures) and their usage rules.

## 7. Tone of Voice and Messaging

- **Brand Voice:** Define the brand's tone (e.g., formal, friendly, humorous) across all communications.
- **Key Messaging:** Outline the key messages the brand wants to convey.
- **Language Guidelines:** Provide rules for language usage, including grammar, punctuation, and preferred terminology.
- **Do's and Don'ts:** List common phrases or words to avoid and those that align with the brand.

## 8. Application Examples

- **Stationery:** Show examples of branded business cards, letterheads, and envelopes.
- **Marketing Materials:** Provide templates for brochures, flyers, and advertisements.
- **Digital Media:** Include examples of website layouts, social media posts, and email newsletters.
- **Packaging:** If applicable, provide guidelines and examples for product packaging design.

## 9. Legal and Trademark Information

- **Trademark Guidelines:** Provide information on how to use trademarked elements correctly.
- **Legal Disclaimers:** Include any necessary legal disclaimers related to brand usage.

- **Contact Information:** Provide contact details for inquiries regarding brand usage and guidelines.

## 10. Review and Updates

- **Review Process:** Establish a process for regularly reviewing and updating the brand book.
- **Version Control:** Keep track of different versions of the brand book and document changes.
- **Distribution:** Outline how relevant stakeholders will distribute and access the brand book.