



How to Create a Brand Guidelines Checklist

1. Brand Foundation

- **Mission Statement:** Clearly define your brand's purpose and what it aims to achieve.
- **Vision Statement:** Outline the long-term goals and aspirations of your brand.
- **Core Values:** List the fundamental beliefs that guide your brand's actions and decisions.
- **Brand Promise:** Specify what your audience can consistently expect from your brand.

2. Brand Identity

- **Logo Usage**
 - Provide different logo versions (e.g., full-colour, black and white, horizontal, vertical).
 - Define clear guidelines for logo placement, spacing, and minimum size.
 - Detail the proper and improper uses of the logo (e.g., don't stretch, don't alter colours).
- **Color Palette**

- Include primary and secondary brand colors.
- Provide color codes in different formats (e.g., RGB, CMYK, HEX).
- Specify when and where each color should be used.
- **Typography**
 - Choose primary and secondary fonts for headings, body text, and accents.
 - Provide guidelines for font sizes, line spacing, and letter spacing.
 - Include acceptable alternatives if the primary fonts are unavailable.
- **Imagery**
 - Define the style of images that align with your brand (e.g., photography style, illustrations).
 - Provide examples of on-brand and off-brand imagery.
 - Include guidelines for photo treatments, such as filters, overlays, or borders.

3. Brand Voice and Tone

- **Voice Characteristics**
 - Describe your brand's voice (e.g., friendly, professional, witty).
 - Provide examples of how the brand voice should come across in different contexts (e.g., social media, website copy, email communication).
- **Tone Variations**
 - Define how the tone should vary depending on the situation (e.g., more formal in legal documents, more casual in social media posts).
 - Include examples of tone adjustments for different audiences.

4. Brand Messaging

- **Tagline/Slogan**
 - Define your brand's tagline and explain how it should be used.
 - Provide context on when and where to use the tagline.
- **Key Messages**
 - List the core messages that should be communicated across all platforms.
 - Provide guidelines for adapting these messages to different media.
- **Elevator Pitch**
 - Include a concise and compelling summary of your brand for quick introductions.

5. Application Guidelines

- **Print Materials**
 - Provide layout and design guidelines for brochures, business cards, and other print materials.
 - Include examples of on-brand print materials.
- **Digital Materials**
 - Define the guidelines for website design, social media graphics, and digital ads.
 - Provide examples of on-brand digital designs.
- **Merchandise and Packaging**
 - Include guidelines for the design and use of branded merchandise.
 - Provide examples of on-brand packaging.

6. Legal and Compliance

- **Trademark Usage**
 - Outline proper use of trademarks and legal disclaimers.
 - Include guidelines for handling copyright and intellectual property.
- **Third-Party Usage**
 - Provide instructions for partners and affiliates on correctly using your brand assets.
 - Include an approval process for third-party use of brand materials.

7. Implementation and Maintenance

- **Internal Training**
 - Plan for educating employees and partners on using the brand guidelines.
 - Provide resources and training sessions on brand implementation.
- **Regular Updates**
 - Set a schedule for reviewing and updating the brand guidelines.
 - Include a process for collecting feedback and making necessary adjustments.

8. Accessibility and Distribution

- **Guideline Document**
 - Create a comprehensive brand guidelines document, available in PDF or online format.
 - Ensure it's easily accessible to all relevant stakeholders.