Lamphills

Checklist: Establishing Comprehensive Brand Guidelines

1. **Define Your Brand's Core Values**
   - **List out the values that represent what your brand stands for (e.g., transparency, creativity, integrity).**
2. **Set a Consistent Tone of Voice**
   - **Decide if your brand's tone should be formal, friendly, humorous, or professional. Stick to one tone across all content.**
3. **Identify Brand Messaging Pillars**
   - **Outline 3-5 key messages that reinforce your brand's value proposition and unique selling points.**
4. **Create Visual Identity Standards**

- Specify color palettes, typography, and logo usage to ensure a cohesive look across all platforms.
5. Develop a Content Style Guide
   - Include grammar preferences, punctuation rules, and any unique language specific to your brand.
6. Outline Imagery and Multimedia Guidelines
   - Define preferred image styles, recommended photo sources, and rules for video content.
7. Define Brand-Specific Hashtags and Keywords
   - List hashtags and keywords that are core to your brand to improve searchability and consistency.
8. Establish Guidelines for User Interaction
   - Describe the tone and approach for replying to comments, emails, and social media messages.
9. Create Brand Persona Examples
   - Draft sample brand voice responses to common scenarios to help new team members understand your brand's approach.

10. **Ensure Guidelines Are Accessible and Easily Updated**
    ○ **Store the guidelines in a shared document where all team members can access and contribute to updates as the brand evolves.**