

Checklist: The essential components of product branding

1. **Brand Name** – Ensure it's unique, memorable, and aligned with the product's identity.
2. **Visual Identity and Logo** – Design a distinctive and consistent visual presence that reflects the brand's values and appeal.
3. **Tagline** – Develop a clear and catchy slogan that conveys the brand's message in a few words.
4. **Packaging** – Create attractive and functional packaging that represents the brand and enhances consumer appeal.
5. **Brand Voice** – Establish a consistent tone and language that resonates with your target audience.
6. **Brand Story** – Craft a compelling narrative that connects emotionally with consumers and explains the brand's purpose.
7. **Consumer Experience** – Deliver a consistent, positive, and engaging customer experience across all touchpoints.

These components together create a cohesive and impactful brand.