

Brand Values

CHECKLIST

1 Brand Personality

Describe the image you want to project to your customers.

2 Brand Ethos

Describe what your brand stands for. What are your company values?

3 Brand Positioning

Pitching & positioning your brand in the market place. How do you wish to be perceived in relation to your competitors?

4 Brand Relationship

How do you address your target audience?

5 Marketing Consistency

Determine how you want to refer to yourself as a company, your products and your employees.

6 Logo Use

Ensure your logo is used correctly (colour or black & white, in same the position on marketing etc).

7 Brand Colours

List all corporate colours, their correct use and their values (Pantone, CMYK, RGB etc).

8 Brand Fonts

List all corporate fonts and their correct use for typographical layouts.

9 Cross Company Consistency

Ensure consistency on all levels of customer facing communication (online, off-line marketing & by employees).

10 Brand Taglines

Ensure correct use of any tagline across all media (when to use, where to use, size etc).

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