



Brand Checklist

Brand Checklist

Brand influences every customer interaction encompassing all aspects of a company. From interacting with customers to engaging in activities on social media, the value of a brand goes much deeper than just a logo. Your brand is the statement that tells the world who your company truly is, what it's doing, and why.

When customers seek solutions to their problems, no matter the channel, they should look to you and your company as the knowledge leader.

Branding is vital as it not only makes a memorable impression on customers but also allows them to know what to expect from your company and what makes it the best choice. Simply put, it's a way of distinguishing yourself from your competitors.

Here are the top 5 brand checklists

The Brand Identity	_____	03
The Brand Manual	_____	13
The Brand Priority	_____	19
Brand consistency	_____	20
The Brand Activation	_____	30



The Brand Identity

The first part of any effective branding strategy should be to develop a cohesive and professional brand identity. Creating a unique style that successfully meets your business goals and sends out an appropriate message requires great attention to detail. Many companies provide guidelines on how their brand should be represented across various mediums which ensures consistency across marketing efforts.

A brand identity is a visual representation of a company's personality and its core values, and it sets the tone for your brand. It can also be used to evoke a specific kind of feeling in your audience. Your brand identity needs to communicate your company's overall message and promote your business goals.

It builds a trust factor between you and your customers and ensures your brand is at the forefront of increasing brand awareness. The more the brand is featured, the more effective your brand identity is at helping build customer loyalty. It allows customers to make an emotional connection between a product and a company.

Why Visual Branding Matters



60K

The brain processes
visuals 60,000x
faster than text



90%

of information
processed by
the brain is visual



5K

The average person
sees 5,000 marketing
messages per day

A picture is worth a thousand words, and your **Brand's Visual Identity** is worth much more.

1. The Brand Elements

Your brand element defines your brand style and sets the tone right for all of your branded materials. It's essential to complete the final look and feel of your brand.

Having an incomplete brand design is like wearing a party dress with no shoes – it may look good overall, but people will be able to tell something's missing.

Brand elements create a cohesive look for your business. If you've got a brand manual it should be clear for everyone involved in creating branded content on how to use the brand consistently while establishing a well-known feel for the business.

List of Brand Elements

1. Brand Name
2. Logo
3. Brand Color
4. Brand Slogan
5. Brand Image
6. Shape
7. Graphics
8. Typography



1.1 Brand Name

The brand name is often the first element your customers will encounter. The name must be unique, authentic, memorable, and enduring, so it sticks in their minds, builds trust, and resonates with your target audience. A strong brand name is important to establish a strong brand reputation.

The logo for 'we Inspire' features the word 'we' in a stylized, lowercase font. The 'w' is red and the 'e' is black. To the right of 'we' is the word 'Inspire' in a black, serif font.The logo for 'Z MED BILLING' features a stylized orange 'Z' on the left. The 'Z' has a white pulse line at its base. To the right of the 'Z' is the text 'MED BILLING' in a bold, black, sans-serif font. A small orange plus sign is positioned between 'MED' and 'BILLING'. A horizontal orange line is positioned below the text.The logo for 'Medical Legal Spider' features a stylized spider web icon on the left. The web is white with a red pulse line running through it. To the right of the icon is the text 'Medical Legal Spider' in a bold, black, sans-serif font. The word 'Legal' is highlighted in red. A trademark symbol (TM) is located at the top right of the word 'Spider'.

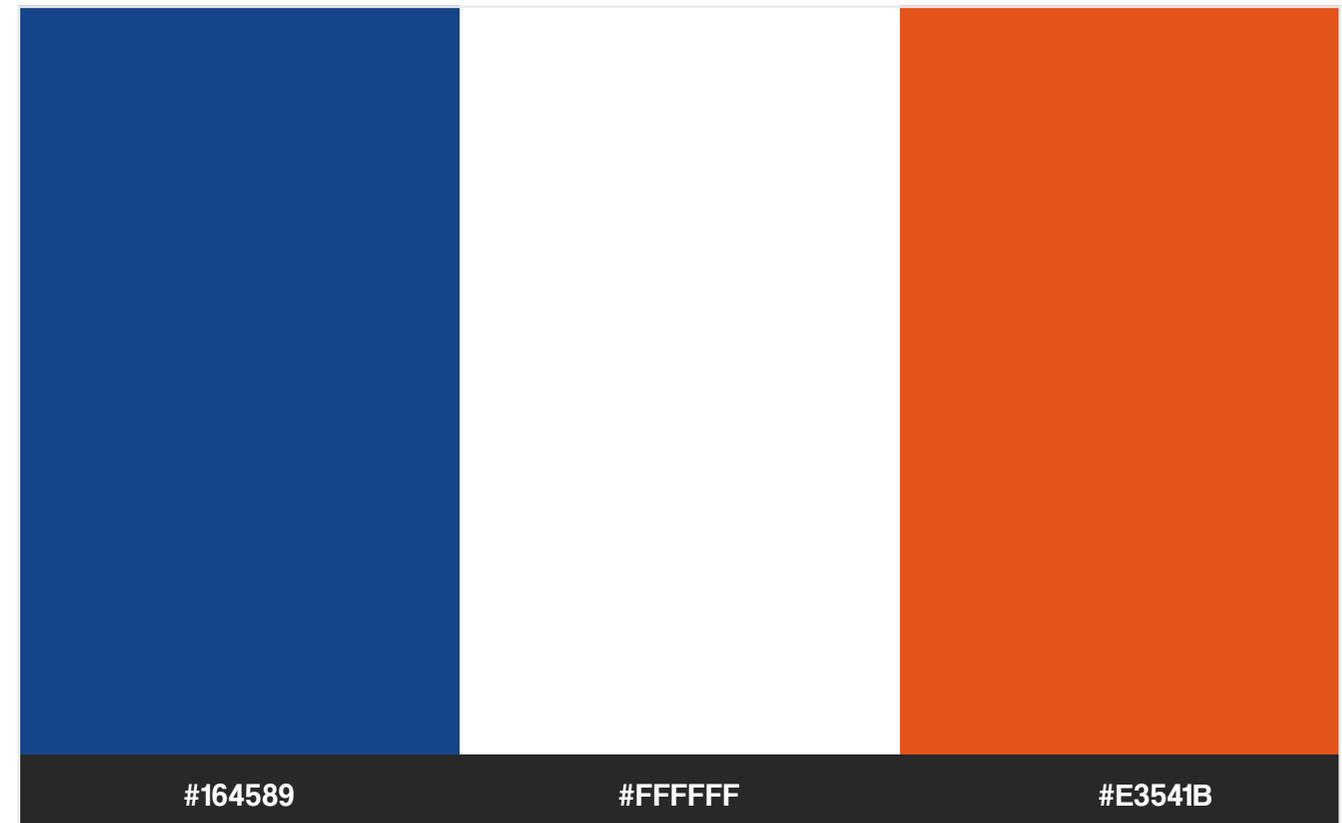
1.2 Logo

Logo positions your business in an increasingly visual consumer landscape. They become the face of your brand identity for customers to potentially interact with your brand, so it's essential to be professional in your image.



1.3 Brand Color

Color is where first impressions of customers are based and it's very important in branding and marketing. It is the secret to producing a good identity for a company because they convey emotions, feelings, and experiences.



1.4 Brand Slogan

The short and catchy phrases are one of the effective ways to draw attention to your brand and its products. A slogan tells your customers what your brand stands for and highlights your brand image and makes it memorable.



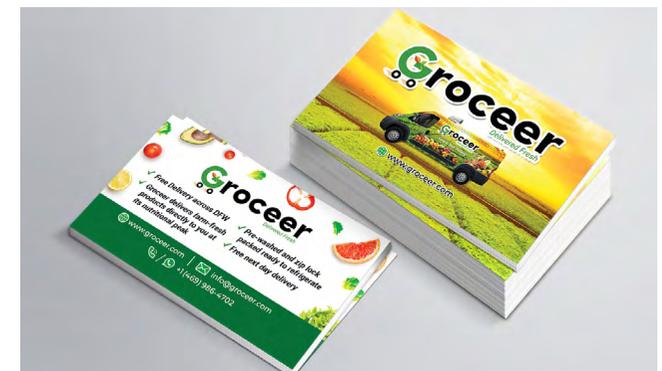
1.5 Brand Image

Your brand must tell a memorable story about who you are, what you stand for, and why your brand is important.



1.6 Shape

Just like color, shapes also form the foundation of your brand identity. From your business cards to social media platforms and packaging, it is what is seen on all your marketing materials. When a customer encounters your logo design, they should immediately recognize your brand and its service.



1.7 Graphics

Graphic design is the key to building a professional brand as it optimizes your marketing efforts across all channels allows your brand to be easily recognizable. Being consistent in your marketing collateral allows your customers to quickly get familiar with what your brand has to offer.



1.8 Typography

Typography should go well with the other elements of your brand because they associate with a specific feeling that must match your brand's personality. Ensure that the selected font is used on every piece of material your brand produces.

It's all about creating brand recognition for your company. Your logo alone isn't going to be able to do the job alone. Email, marketing graphics, brochures, videos, etc. should incorporate all of your brand elements – not just the logo itself. The final look of your brand is created with all of these elements paired together.



2. The Brand Manual

A brand manual or brand guidelines can ensure consistency in messaging styles in supporting marketing initiatives as it distinguishes your brand from your competitors. This cohesion is vital and helps establish a strong brand voice, which is essential for building brand awareness that resonates with the audience and builds trust over time.

A brand style guide contains:

1. A great brand story
2. A recognizable brand signature
3. Brand core color palette
4. Brand voice
5. Imagery guidelines



2.1 A great brand story

Every great brand is inspired and driven by a compelling brand story. Brand stories tell the customers the company's vision, mission, and core values. It sets the stage for the brand experience.



We combine software automation and human resources to optimize the Business/Marketing process.



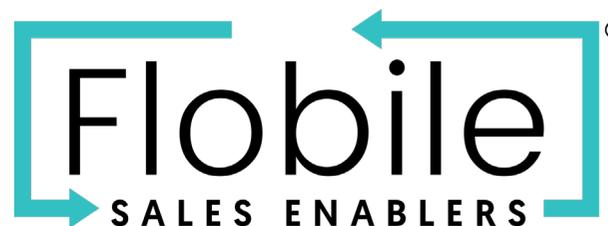
We pride ourselves in developing a platform between Students to Teachers, Mentors to Receivers, Business to Stay Connected and Organization's & Institutions to spread Global.



SliceRent is founded by a group of IT and business professionals with more than 20 years of experience in this space. We are backed with serious of investors to support the growth.



Joiint is a truly private and secure group chat app that brings a world of collaborative possibilities and freedom to billions of users and administrators with unprecedented control and features.



We use human and artificial intelligence to provide and maintain accurate prospect data, testing every lead with hundreds of data points to keep your contacts up-to-date.



WeInspire provides the youth of today with the skills to become the leaders and entrepreneurs of the next generation.

2.2 A recognizable brand signature

A strong logo is the most important part of your brand. It is your signature and it's the one thing that everyone should immediately recognize. The logo has to be used consistently to make it instantly recognizable. Your brand style guide must outline rules for exactly how your logo must be used so that nobody sends the wrong message to your brand.



2.3 Brand core color palette

It's more important to make core brand colors well known and consistent to keep brand recognition intact. Clearly define your brand's color palette in your brand style guide so that your designers have a specific color combination you want them to stick with.



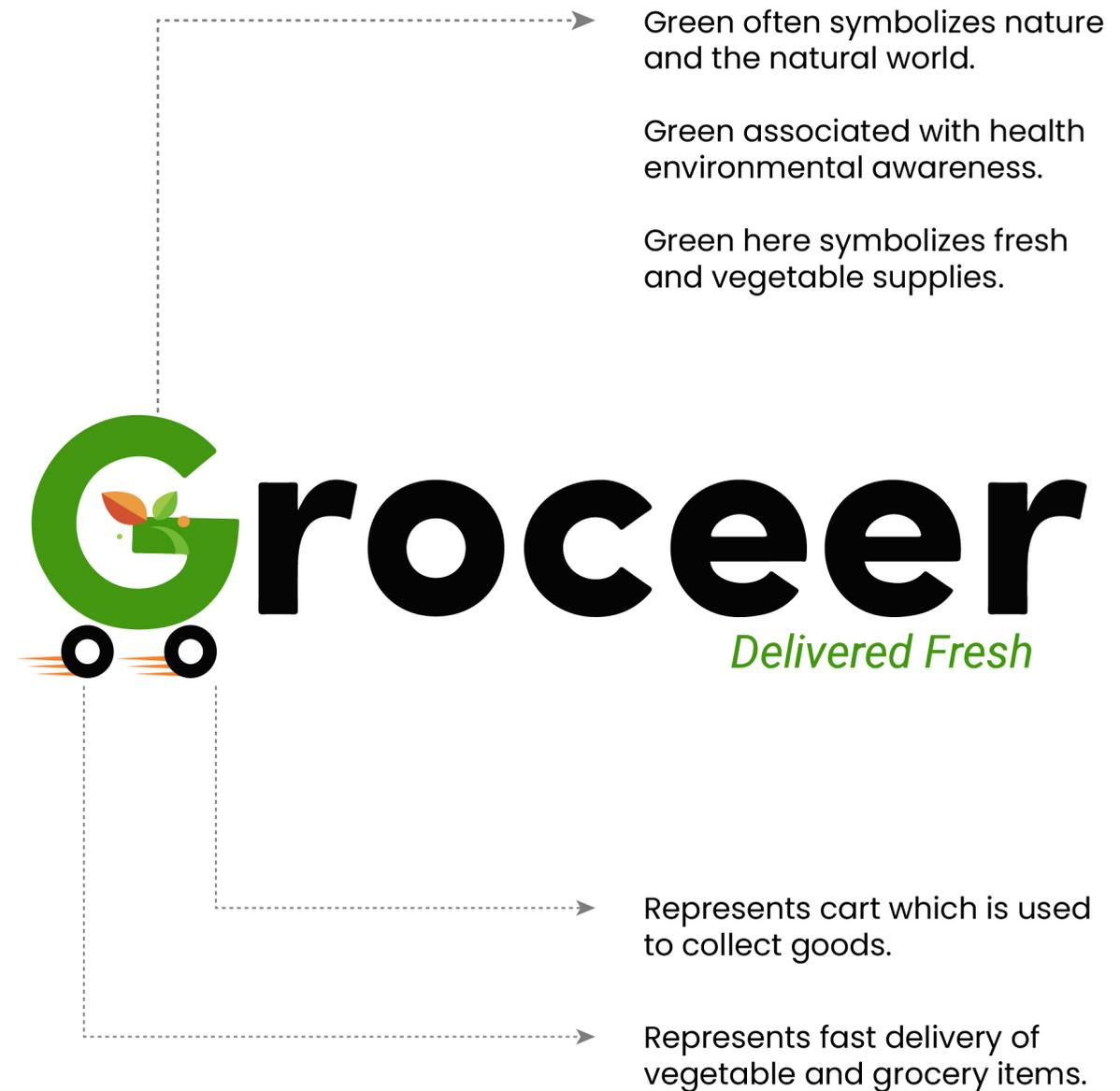
#434343

#2C76B1

#000000

2.4 Brand voice

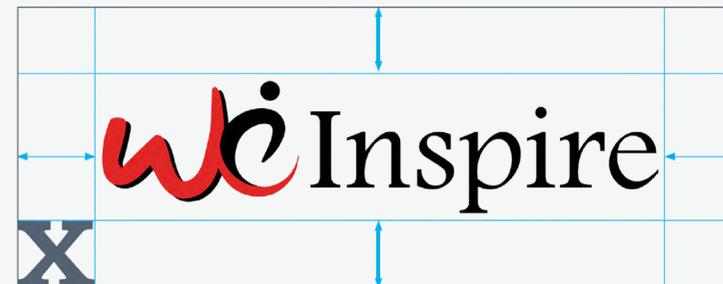
Find the style that aligns with the personality of your brand and resonates with your audience. Once you have it figured out, spell it out in your brand style guide to ensure that it's being replicated across all your channels.



2.5 Imagery guidelines

Everything about your imagery contributes to the perception of your brand including style, color, and content. Create guidelines for imagery such as photos, illustrations, infographics, etc, and include them in your brand style guide.

The WeInspire logo is to be separated from its external elements. The space required on all sides is roughly equivalent to the cap height of the logotype and it should never be less. The logo must always fit into the clear space area and shouldn't be intervened by other graphical elements that could hinder the legibility of the brand.



Please note: The text or pictorial figures which have a strong impact or impression, should not be placed near the logo even if the isolation area is kept blank.

A photograph of a desk setup. On the left, a white Apple iMac monitor displays a vibrant image of a red and orange structure against a blue sky. In front of the monitor is a white keyboard and a white mouse. To the right, a black notebook with a purple tassel lies on the desk, with a pair of black-rimmed glasses resting on top. The background is a plain, light-colored wall with a white light switch.

3. The Brand Priority

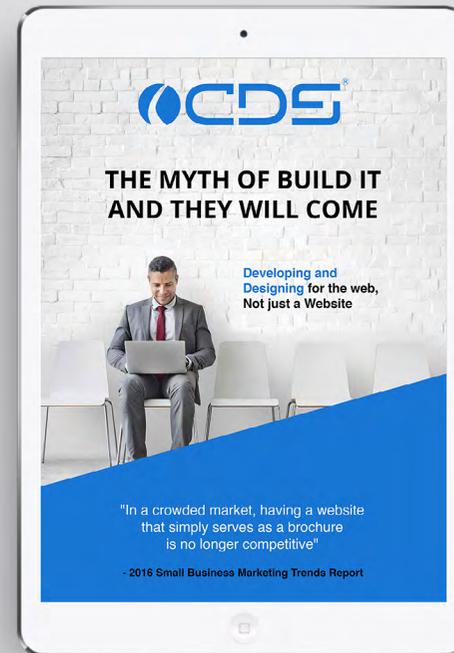
A good website should be a high priority to ensure your brand's good reputation. Most consumers look for information online in order to make smarter purchasing decisions. This buying behavior emphasizes the importance of a good, easy-to-use website as a high brand priority.

Its importance extends to every aspect of the digital marketing strategy – every communication, advertisement, or piece of content that you release strengthens your online presence and drives consumer engagement on your website. Your website must give your customers a clear sense of what type of products or services you offer, and of your brand as a whole.

4. Brand consistency

Marketers know how important it is that their potential and existing customers feel good about their brand. Customers expect a certain level of quality and value from your brand, and a sense of confidence while using your products. These expectations impact what your market buys.

Brand consistency sets and reinforces buyer expectations as it fosters clear, reliable, and strong touchpoints.



An advertisement for TeamVelu. The top left features the TeamVelu logo and the tagline "RESULTS IN REAL ESTATE". The top right corner has the text "ENQUIRE NOW! 972-638-9752". The main image shows a person's hands clasped over a desk with stacks of coins and a small plant growing out of a jar of coins. Below the image, the headline reads "THINKING OF INVESTMENT?". The main body of the ad is titled "WAREHOUSE INVESTMENT COULD BE THE NEXT BIG THING" and lists two bullet points: "Logistics Real Estate is dramatically outperforming and the Acies Fund is poised to take advantage of that growth." and "The Industrial sub-sector is outperforming other subsectors by more than 2x and is even outperforming the S&P 500." Below the bullet points, a small icon of a handshake is followed by the text "Acies Fund Investment opportunity is here to help you!". The bottom left corner provides the address "10801 Marble Falls Pl, McKinney, TX 75071" and the bottom right corner provides the website "www.meetwithvelu.com" and email "Info@meetwithvelu.com".

4.1 Websites

The importance of the website extends to every corner of the digital marketing strategy as it's the backbone of a company's online presence. Every piece of content, communication, and advertisement that you put up online will work towards driving consumers back to your website. Your website must give a clear idea to your consumers about your brand as well as the types of products or services that you offer.



4.2 E-Brochures

E-brochures are vital to every business as they allow customers to learn about your brand and the services you provide. Brochures provide customers with more specific details about your company and provide a channel for effective communication. They are useful not only digitally, but as printed collateral and come in handy when you cannot use your website as an explanation about your brand or service. They can be easily circulated and allows clients to feel informed and confident about your brand at each stage of their purchasing journey.



4.3 Business cards

Business cards are one of the most overlooked yet extremely powerful parts of branding yet when implemented correctly. Visiting cards that contain all your contact details will ensure potential and returning customers have your information when they need it. They provide the perfect medium to write short notes about your brand and how can customers follow up with you specifically. Cards that have a blank space to write personalized notes to customers have more power in driving them back to you more than any marketing effort.



4.4 Online banners

Though online banner ads are one of the oldest forms of advertising on the web, using them has a lot of advantages and is very cost-effective. They are effective in driving web traffic and sales and create positive reinforcement with your brand when prospects see them. It's one of the best ways to keep your brand top-of-mind and also give you the freedom to portray your products in a way that effectively connects with your customers.

SQUARE POP UP 250X250



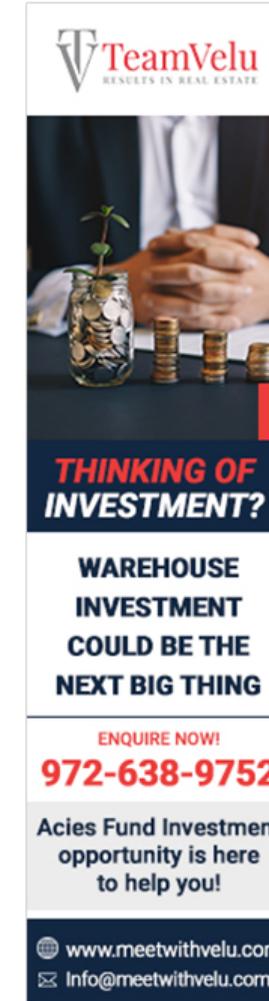
HALF PAGE AD 300X600



LEADER BOARD 728X90



WIDE SKYSCRAPER 160X600



4.5 Videos

Incorporating videos into your branding strategy is a surefire way to create buzz on social media and spread awareness for your brand. Video marketing gives your customers a more rewarding and easier-to-consume message as it's likely to help your updates land on your audience's pages. An ever-growing number of customers prefer learning about a product or brand through videos more than any other medium. Seeing your product or service in action within video content will surely enhance their willingness to further investigate your brand or service.



4.6 Promotional gifts

In today's digital world, physical, practical promotional products have become a solid piece in every company's marketing strategy.

Promotional products deliver an opportunity to create an instant impression on potential customers.

People love free products and giveaways, and they're a great reward for online contests. Being able to provide these kinds of items to prospects and customers means having more people promoting your brand and also increases the possibility of generating word-of-mouth buzz. Promotional giveaways are one of the best ways to generate brand awareness and create business opportunities.



4.7 Trials or Coupon codes

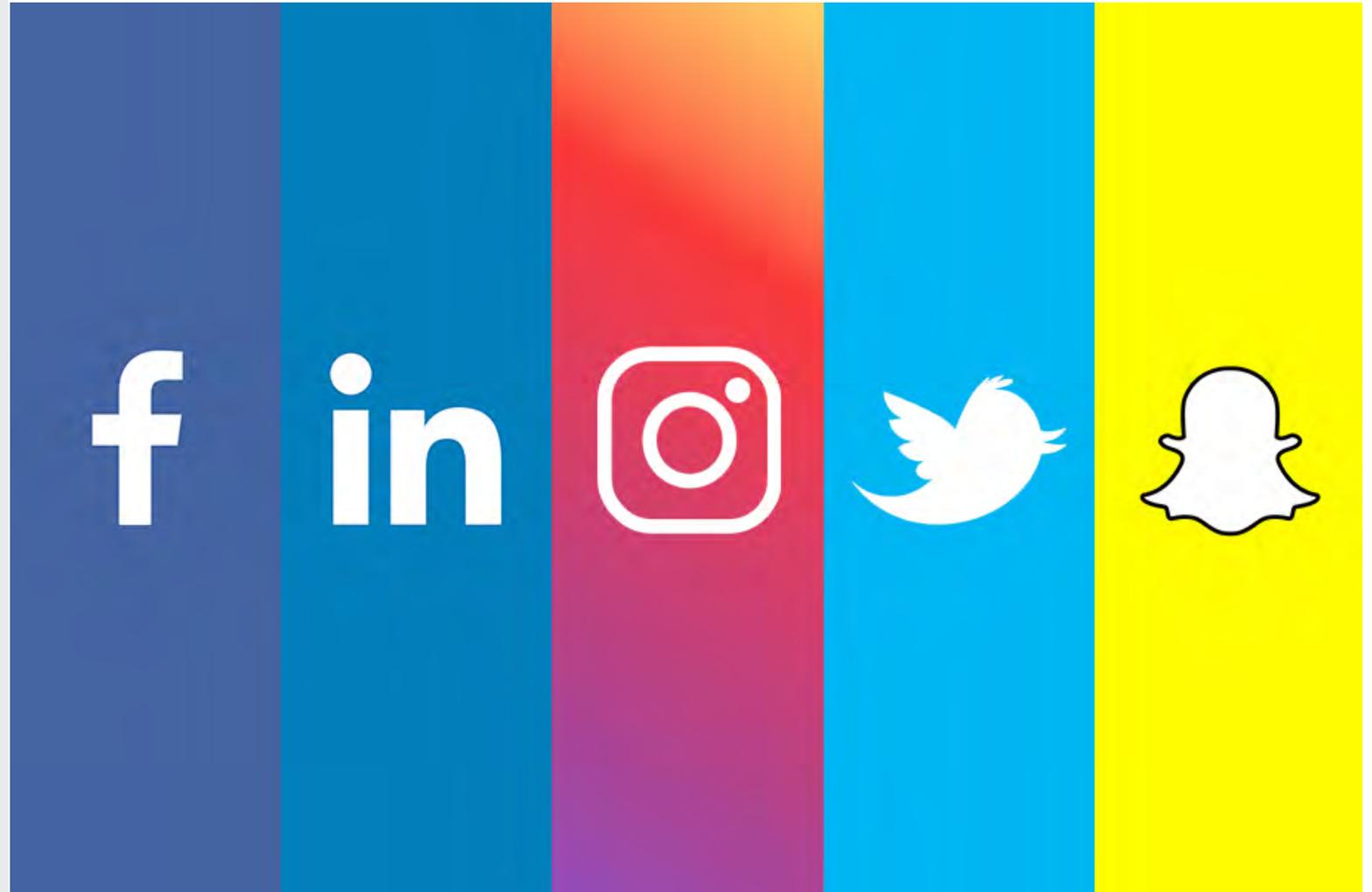
Trials and promo codes are an effective method to get customers involved with your brand or service. When you offer free trials or promo codes that offer a discount, it creates interest and compels your prospects to give your brand a chance and try your product – Different codes can trigger discounts or trial offers with a 'satisfaction guaranteed policy'. Codes are also effective in tracking your marketing efforts.

The image displays three promotional banners for Groceer, a brand that delivers fresh products. Each banner includes the Groceer logo and the tagline "Delivered Fresh".

- Top Banner:** Promotes "Fresh & Homemade ADIRASAM (5 pcs)". It features a "TODAY'S OFFER" banner with a price reduction from \$5.49 to \$2.99. A "FREE HOME DELIVERY" badge is present for orders of \$20 and above. The promo code is GRAD105, valid only on 02/09/21. Contact information includes www.groceer.com and 469-986-4702. An image of Adirasam is shown on the right.
- Bottom Left Banner:** Promotes a "FREE snack bag worth \$11.49" for orders of \$60 and above. The snack bag includes Laddu + Pakoda Peanut + Masala Peas. The promo code is GRAD107, valid from FEB 11TH - 14TH. Contact information includes www.groceer.com and 469-986-4702. An image of a basket of snacks is shown in the center.
- Bottom Right Banner:** Promotes "Fresh & Homemade LADDU (5 pcs)". It features a "TODAY'S OFFER" banner with a price reduction from \$3.99 to \$1.99. The promo code is GRAD102, valid only on 02/02/21. Contact information includes www.groceer.com and 469-986-4702. An image of Laddu is shown on the right.

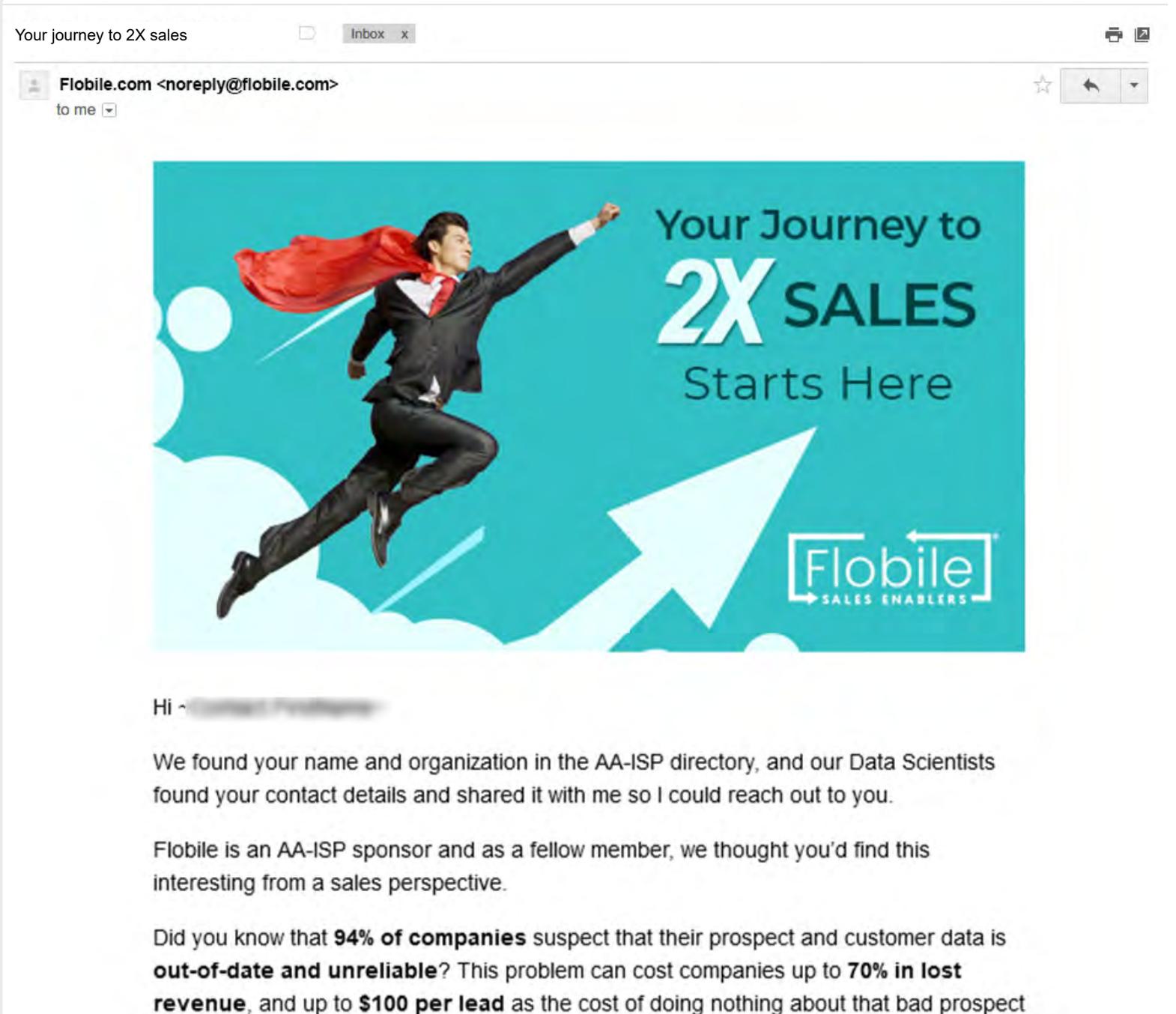
4.8 Active communication Channels

Effective communication and engagement with customers across various channels play a vital role in informing and influencing customer behavior. The more you keep your brand active across different channels, the more attention you attract. Consistency is the key to active communication.



4.9 Responsive mailers (Physical and digital)

Mail is essential to keep the branding strategy consistent. Be it physical or digital, responsive mailers help build up the trust factor customers look for in any brand they give their loyalty to. Personalized mail plays a vital role in the marketing strategy of any business looking to give customers a sense of what they have to look forward to. Personalized email templates that convey your brand story work effectively in communicating with your customers one-on-one, driving them towards your brand and the values that you offer.



The image shows a screenshot of an email interface. At the top, it says "Your journey to 2X sales" and "Inbox x". The sender is "Flobile.com <noreply@flobile.com>" and it is addressed "to me". The main content is a promotional banner with a teal background. On the left, a man in a black suit and red tie is running with a red cape, set against a background of white clouds and a large white arrow pointing upwards and to the right. On the right side of the banner, the text reads "Your Journey to 2X SALES Starts Here" and the Flobile logo, which includes the word "Flobile" in a stylized font and "SALES ENABLERS" below it. Below the banner, the email text begins with "Hi ~" followed by a redacted name. The text continues: "We found your name and organization in the AA-ISP directory, and our Data Scientists found your contact details and shared it with me so I could reach out to you." "Flobile is an AA-ISP sponsor and as a fellow member, we thought you'd find this interesting from a sales perspective." "Did you know that **94% of companies** suspect that their prospect and customer data is **out-of-date and unreliable**? This problem can cost companies up to **70% in lost revenue**, and up to **\$100 per lead** as the cost of doing nothing about that bad prospect

5. The brand activation

Active communication channels

Brand activation plays an important role in every marketing strategy and is easy to say why. Consumer sentiments have become unfavorable towards traditional advertising and an ever-growing number of new brands have been making themselves known in the market. This, in turn, makes it essential for your brand to be heard in a way that is both positive and effective.

Brand activation serves this purpose well, as it allows for effective engagement with customers and helps position your brand strategically in the public's perception.

Brand activation has not only proven to be successful with an increase in brand awareness and sales but also has effective long-term benefits such as building brand loyalty, improving brand image, and creating positive and long-lasting brand association.

How to activate your brand?

1. Set your goals right
2. Create a budget plan
3. Understand and appeal to your audience
4. Use multiple channels to deliver your message
5. Create a Call To Action (CTA)



We can help you

We help companies create a personalized branding strategy to build fluid conversations with qualified prospects. We follow the brand guidelines and set a tone for your successful business connections and conversions by helping you match the right prospect connections with the right communication strategy.





 2770 Main Street, Suite 93,
Frisco, TX 75033

 (214) 295-5238

 info@capdigisoft.com