

THE STUDIO.

THE ULTIMATE SMALL BUSINESS
BRAND CHECKLIST

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THE ULTIMATE SMALL BUSINESS BRAND CHECKLIST

BRAND FUNDAMENTALS

BRAND NAME & MISSION

Your brand name and mission statement is a fundamental part of establishing your presence.

A brand mission statement is an action driven statement that promotes one's purpose, objectives and imminent plans to serve their audience.

It should be a short, concise sentence or two that outlines what your business does and what impact it wants to make in the near future.

BRAND VALUES

When establishing your brand values, consider a wide range of characteristics that your business incorporates in its day-to-day operations.

A general brainstorm of values is a great way to make a start, and then from there you can refine and develop your specific values further.

For example, if one of your core brand values is quality, you might like to further consider consistency, expertise, precision and attention to detail.

BRAND LANGUAGE & PERSONALITY

Establish your tone of voice. Consistency throughout your brand messaging and marketing is crucial in ensuring clear, identifiable communications.

Your audience should recognise your tone of voice and regular use of brand language which in turn establishes an ongoing and trusting relationship.

Every brand voice is different, so don't be afraid to let your personality and values shine through in your messaging.

BRAND STRATEGY (THIS IS WHERE WE COME IN!)

TARGET AUDIENCE

It is crucial to your brand strategy to have a thorough understanding of who your target audience is and what they need from you to allow you to have a better understanding of how to serve them.

When identifying your target audience, it is best to be as specific as possible, delving into characteristics such as socio-economic status, geographic location, gender, age, hobbies, interests etc.

COMMUNITY

Start to build your community, or find like-minded people and businesses that inspire you on your journey and who will be there to offer support.

Social media has created an amazing network for businesses to offer their services and also receive advice, so don't be afraid to get involved and start interacting with them!

COMPETITORS

If you know exactly who your industry competitors are, it means you can differentiate yourself and offer your unique point of difference.

Competitors don't have to be the enemy, sometimes you can establish relationships to help keep you in the know with industry knowledge, or even ahead of the game.

Don't forget to ultimately focus on your brand and not get carried away with what others are doing.

BRAND DESIGN (AND THIS IS WHERE WE HELP YOU THRIVE!)

MOODBOARD & INSPIRATION

Gathering your brand inspiration and creating a mood board is not only a valuable step in refining your vision and clarifying your direction, but a stage where you get to be creative!

A mood board is a presentation of imagery, colours and inspiration that represents your brand's desired aesthetic and also provides you with a clear direction for your creative elements.

LOGO DESIGN

There are so many different aspects to your brand, but arguably the most important is your logo.

This becomes the key identifying factor of your brand and how your audience will learn to recognise you.

We believe simplicity is always best, and recommend keeping it to 2-3 colours and fonts.

Hiring a designer will help you to execute your brand's vision and bring your business to life.

BRAND FONTS & COLOUR PALETTE

Fonts and colours are equally important elements in your branding and can determine how your audience feel or interpret your message.

Be sure to choose fonts and colours that align with your brand message and value, and conduct thorough research into colour and font psychology.

Don't forget to factor in the cost of licensing fonts to your branding budget!

WEBSITE

Websites don't have to be scary! We help clients build websites of all levels to help attract and communicate their products/services to their audiences.

Get in touch today to know more about our packages including our most detailed DIY guide, or alternatively what's involved for us to take the hassle off your hands.

Decide whether you need an online store, a portfolio, a booking system, informational or creative site and we can determine the best course of action for you. If you're determined to give it a go yourself, we highly recommend the user-friendly platform Wix.

BRAND COLLATERAL & STATIONARY

Time to bring your vision to life! Brand collateral and stationary are touch points with your audience that reinforce your brand and messaging along with providing visual communications.

Email signatures, business cards, stationary and promotional material should all be consistent in their branding and aesthetic to ensure a professional and legitimate brand presence.

There's a lot to consider when creating these items, including imagery, paper stock, colour, tone of voice and quality, but don't worry, The Studio has you covered! Reach out for our latest packages and inclusions.