

Brand Checklist

When building your brand, it is important to not only check off the legal requirements but also think about the identity. I've created a brand checklist to help get you started. Remember this is an ever growing and evolving list that needs to be assessed and tweaked regularly depending on your own business and audience.

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When talking about 'brand', most people assume it's just a logo. However brand identity is the story you tell about your business to potential clients. It showcases your purpose, your products and services and establishes you as an industry leader who can be trusted. Branding is physical and digital, online and offline. It's the opinions people share about you or your business, how they encounter you online and offline and how they engage with you in person and online.

A business brand identity needs to be clearly defined and easy to understand so people know exactly what your brand vision is and in turn, who or what they are investing in. It also needs to be accessible in the way your clients need it to be. For example if, like many, your clients are predominantly online users, that's where you need to be.

Your brand should be authentic, tangible and relatable. If you're portraying a false narrative, people will see through you quickly. Be yourself, show up and invite your audience to get to know a little more about you.

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ABN number
register.business.gov.au/



A (great) registered business name
asic.gov.au/



Domain + website
Social media is great but you don't know own the content. Your website is the space you own and a place to build trust with your audience, plus showcase your work!



Google listing
SEO, SEO, SEO!



Brand bio
A clear brand bio enables you to tell your business story to potential clients. It showcases your purpose and values, your products and services and establishes you as an industry leader who can be trusted.



Clearly defined target audience
When you speak to everyone, you speak to no one



One or two customer personas
Include their age + gender, lifestyle, hobbies, their challenges or problems and how you solve them. Their job, income, business background, their online habits etc.



Clearly defined product or service offering

Keep this is as simple as possible



Brand design

The tangible elements that will convey your message. These can include logos, both primary and secondary, colour palette, typography, packaging, web design, social media graphics, business cards, uniforms etc.



Brand identity

Your brand design and brand identity go hand in hand. This enables you to tell your business story to potential clients. It showcases your purpose and values, your products and services and establishes you as an industry leader who can be trusted.



Brand photos

Whether you hire a professional photographer or create your own photos, you still need high quality brand imagery that helps convey your message. To keep the messaging of your business in line, consider the colours, tone, location, outfits, props and location you choose and what they portray. Try to capture a combination of vertical and horizontal photos that include portraits, your process/working, where you find inspiration and the tools you use each day.



Social media presence

first up, you don't need to be on every social media platform! You only need to be where your audience and/or customers/clients are.