



JKC Branding Cheat Sheet

USE THIS CHECKLIST TO HELP YOU BEGIN

1. START WITH THE FUNDAMENTALS:

Identify Your Brand Mission

What you do, why you do it, and who you do it for.

List your Brand Values

Come up with at least 3 core values

Create Your Brand Personality

Create a persona for your brand. This will make it easier to identify your brand voice and how you speak to clients in marketing campaigns.

Find Your Brand Voice

What are some adjectives that describe the tone of your brand when speaking to your audience?

Identify Your Target Audience

Who does your brand cater to?

2. CREATE YOUR BRAND IDENTITY:

Write Your Key Messaging

Decide what you want your elevator pitch to be and tagline if applicable.

Craft Your Logo

Need help? We at JKC are experts in this area! Schedule a meeting today to get started on your branding journey.

Create a Brand Style Guide

Create a guide that includes your brand colors, typography treatment styles, graphic styles, imagery guidelines, ect...

3. ADDITIONAL DELIVERABLES FOR YOUR BRAND COULD INCLUDE:

Website

Print Identity

Business cards, stationary

Digital Identity

Email signature, documents, zoom background, social profile pictures

Print marketing

Brochures, mailers, catalogs

Social Media

Promo Items

Signage

Door cling, Banners, Tradeshow Booth, Wall Graphic, ect...

Packaging

Brand Documents

Forms, Word Documents, Powerpoints

Emails

Ad Strategy

All of which are also available with help from JKC



NEED HELP WITH YOUR BRAND STRATEGY?
Schedule a **FREE** consultation today to discuss your branding needs.

SCHEDULE NOW