



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