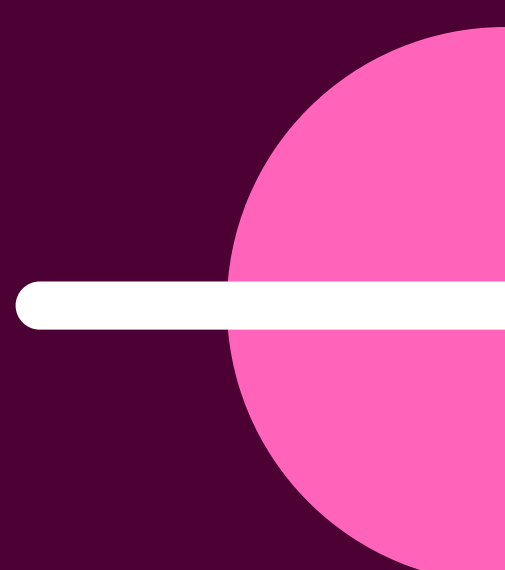


Dasha Randlett Consulting

# BRAND KIT PLAYBOOK

**EVERYTHING YOUR TEAM NEEDS TO BUILD  
A BRAND KIT THAT ACTUALLY GETS USED.**

**CLEAR. ACTIONABLE. SCALABLE.**



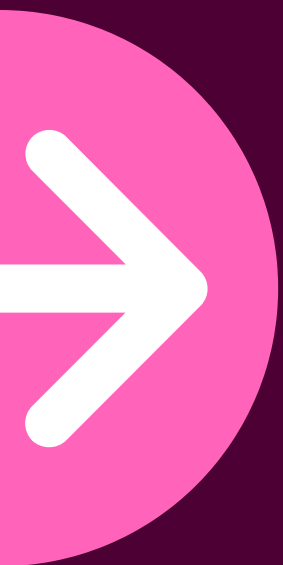
# WHY BRAND KITS MATTER

Inconsistent visuals. Off-tone messaging. Confused handoffs.

These aren't creative issues—they're clarity issues.

A good brand kit turns individual output into a cohesive brand experience.

- Keeps your brand consistent across teams
- Speeds up approvals and production
- Onboards new hires and vendors faster
- Builds trust with your audience over time



# VISUAL IDENTITY

Your visual identity is more than a logo—it's how your brand shows up everywhere.

A solid system gives your team direction without limiting creativity.

Include:

- Approved logos (color, grayscale, stacked)
- Primary and secondary color codes (HEX, RGB, CMYK)
- Typography styles with usage rules
- Image and icon guidance (style, filters, spacing)



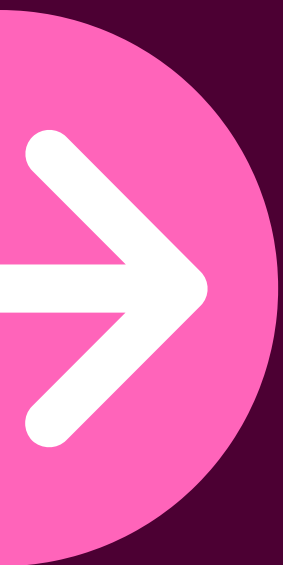
# VOICE & TONE

Your visual brand might get attention—but your voice builds connection.

Tone is how your brand sounds across channels.

Document:

- A description of your brand personality (e.g., calm, confident, energetic)
- Tone shifts by channel (email vs. social vs. blog)
- On-brand vs. off-brand writing examples
- Words and phrases to use or avoid



# MESSAGING FRAMEWORK

Your brand messages should be repeatable, scalable, and tailored.

Make it easy for everyone—from execs to freelancers—to stay aligned.

Include:

- A short elevator pitch and one-liner
- Value props by audience or segment
- Boilerplate + approved taglines
- Key messages mapped to specific services or offers



# TEMPLATES

Templates save time, reduce friction, and keep things on-brand—even under tight deadlines.

Make sure your team isn't starting from scratch.

Helpful templates:

- Branded slide decks and proposals
- One-pagers, fact sheets, and PDFs
- Social post formats and stories
- Email headers, signatures, and internal docs



# GOVERNANCE

A brand kit is only useful if people know how to use it.

Clear governance avoids chaos and ensures quality control.

Document:

- Who owns updates and approvals
- When/how the kit gets reviewed
- Rules for internal vs. external usage
- Co-branding guidelines for partners or sponsors



# ACCESS & DISTRIBUTION

Brand kits shouldn't live in someone's inbox.

Make it easy to find, share, and update.

Best practices:

- Central home (Notion, Google Drive, SharePoint, etc.)
- Downloadable links for logos, fonts, templates
- Access levels (view/edit permissions)
- Who to contact with questions





# BRAND CLARITY ISN'T JUST FOR BIG COMPANIES.

If your team is growing, collaborating,  
or scaling—you need a brand kit.

Start with this checklist.

Customize it to your needs.

And if you want a second set of eyes,  
I'm happy to connect.

