# BRAND KIT CHECKLIST

### VISUAL IDENTITY

- ☐ Approved logos (color, B&W, transparent)
- ☐ Color palette with hex, RGB, and CMYK codes
- ☐ Typography styles (primary, secondary, web-safe)
- ☐ Image guidelines (photography, icon style, usage rules)

### VOICE & TONE

- ☐ Brand voice description (e.g., friendly, expert, bold)
- ☐ Tone variations by channel (e.g., social vs. emails)
- ☐ Examples of "on-brand" vs. "off-brand" language
- ☐ List of approved phrases, taglines, and terms to avoid

### MESSAGING FRAMEWORK

- ☐ Core value propositions
- ☐ Elevator pitch and boilerplate language
- ☐ Audience-specific key messages
- ☐ Tagline and mission statement

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## TEMPLATE LIBRARY

- ☐ Slide deck template (editable format)
- ☐ Letterhead, one-pager, and proposal templates
- ☐ Social media post formats
- ☐ Email signature and internal docs

## BRAND GOVERNANCE

- ☐ Who owns brand updates and approvals
- ☐ Version control and update schedule
- ☐ Rules for vendor or partner usage
- ☐ Permissions for co-branding or sub-brands

## DISTRIBUTION & ACCESS

- ☐ Centralized location (e.g., Notion, Google Drive)
- ☐ Downloadable logo and font files
- ☐ Clear sharing permissions and links
- ☐ Contact info for brand questions or support

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