

BRAND IDENTITY Checklist

This checklist is designed to help you assess how complete - or incomplete - your brand really is. Read each statement and check off the ones you've truly addressed with clarity and intention.

BRAND CORE

WHY you exist and WHERE you are going

PURPOSE + VISION + VALUES

- ☐ Clear **VISION** statement for where the business will be in 5-10 years
- ☐ Clear **MISSION** statement: what we do, for whom, and why it matters
- ☐ 3-5 Core Values that guide decisions and behavior
- ☐ These are all aligned to future growth (revenue, impact, team, product)

BRAND POSITIONING

WHO you serve and HOW you stand out

AUDIENCE + DIFFERENTIATION + MARKET FIT

- ☐ Detailed profile of the **IDEAL CUSTOMER** (needs, struggles, desires)
- ☐ Why are we **DIFFERENT** from competitors - not just better...**DIFFERENT**
- ☐ Clear **POSITIONING** statement: **WHY** the customer chooses you
- ☐ What is the emotional **END BENEFIT** of buying from us?

BRAND PERSONA

HOW your brand shows up and connects

PERSONALITY + VOICE + VISUAL VIBE

- ☐ Detailed profile of a **BRAND PERSONALITY**
- ☐ Clearly defined **BRAND VOICE** that can be reflected in writing and visuals
- ☐ Clear **BRAND PROMISE: WHAT** do we always deliver, no matter what?
- ☐ **VISUALS** (logo, colors, imagery) that align with the brand personality

Do you want personalized feedback on your Brand Identity?
This checklist shows *what* you've done. But if you want expert input on *how* you've defined your Brand Identity, fill out the Brand Blueprint Review Submission Form.

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Get personalized feedback with strategic insights and suggestions!