

Branding Checklist.

Use this checklist to make sure your brand shows up with purpose—and polish—everywhere it goes.

- **Mission**
- **Value Proposition / Unique Selling Point(s)**
- **A Clear Vision with Goals**
- **Tagline**
- **Customer Insights**
- **Customer Segments**
- **Your Why**
- **Competitor Analysis**
- **Personality and Voice**
- **Mood Board**
- **Logo Suite**
- **Imagery**
- **Fonts**
- **Website**
- **Social Media Platforms**
- **Email Signature**
- **Target Niche**

