



THE ULTIMATE BRANDING CHECKLIST



WHAT'S IN A BRAND?

Well, quite a lot. It's not just a colour scheme and a snazzy logo. Your brand encompasses your company's values, communication style, and personality.

To paraphrase Jeff Bezos, your brand is what people say about you and your business when you're not in the room.

At The Co. Lab, we love helping passionate people level up their branding and create stand-out visuals and content that sell. However, we know that the concept of branding can be a little overwhelming.

To help you break it all down, here are the 12 essential elements every business owner needs to create an effective brand.

PART ONE

DEFINE YOUR ETHOS

01 IDENTIFY YOUR COMPANY'S PURPOSE.

Before you dive into any other branding activity, you need to have a clear understanding of your business' function and objectives.

QUESTIONS

What do you do?

How do you do it?

Why do you do what you do?

02 FLESH OUT YOUR LONG-TERM GOALS.

Figuring out where you want to go will give you clarity and ensure that you consistently make decisions that will get you closer to achieving your goals.

QUESTIONS

What legacy are you building with your business?

What lasting impact do you want it to have?

What future do you want to help create?

03 GET CLEAR ON YOUR CORE VALUES.

It's not just about what you do but how you do it. That's where your values come in. They will articulate what you stand for and what's most important to you as a business owner.

QUESTIONS

What do you believe as a business?

What are my non-negotiables?

How do you work?

PART TWO

SPECIFY YOUR OFFERING

04 DEFINE YOUR IDEAL CUSTOMER OR TARGET AUDIENCE.

Now that you have a clear understanding of the 'what,' 'why' and 'how' of your business, it's time to figure out who you serve.

QUESTIONS

What problem are you solving?

Who would most benefit from your offering?

What do you know about them?

05 FIND YOUR COMPETITORS.

Unless you're inventing a brand new product or service, there are bound to be other people out there who do what you do. Find these other businesses and figure out what sets you apart.

QUESTIONS

What other businesses have similar offers to yours?

What can you learn from these businesses?

What makes your offer unique?

06 DETERMINE YOUR BRAND'S PERSONALITY AND VOICE.

If you want to connect with your target audience and build trust with them, you need to speak their language consistently.

QUESTIONS

How do you want your audience to feel when they interact with you?

What adjectives would you use to describe your brand?

How do you NOT want to sound?

PART THREE

DEVELOP YOUR VISUAL IDENTITY

07 DESIGN YOUR LOGO (OR GET SOME HELP).

Unless you're an Adobe wizard, we suggest you leave this job to the experts. A logo is the most recognizable aspect of a company's brand.

QUESTIONS

Is this logo memorable?

Is it timeless?

Is it recognizable, regardless of its size?

08 PICK YOUR BRAND FONTS.

Fonts tell a story by bringing a voice and personality to your work. The right typeface will engage your audience and help you appear more polished and trustworthy.

QUESTIONS

Do these fonts work well for different mediums?

Are they legible?

Do they match your brand's personality?

09 CHOOSE A COLOUR PALETTE.

Colours affect how you make your audience feel. Your brand colours should reflect a specific style and fit well your brand's personality and voice.

QUESTIONS

Do you have a base, accent and neutral colour?

Do they work with your logo?

Do these colours feel like you?

PART FOUR

CREATE YOUR CONTENT

10 GET HIGH-QUALITY PHOTOS.

Exceptional photography will take your company's visual identity to the next level and keep your brand consistent across multiple platforms.

QUESTIONS

What emotions do you want your photography to convey?

What trends or cliches do you want to stay away from?

Does your photography work with your colour palette?

11 SET UP YOUR WEBSITE.

Your website is one of your most essential branding assets. For the best results, you should hire a pro or invest in a theme that you can customize to suit your style.

QUESTIONS

Do you have a hosting plan and custom domain?

Is the website messaging clear and compelling?

Are the visuals attractive and convey credibility?

12 SECURE YOUR SOCIAL MEDIA HANDLES.

Social media is one of the best ways to grow your audience and connect with potential customers, but you'll only get out of it what you put in.

QUESTIONS

What platforms do your target customers use the most?

Do your social media graphics fit with your brand?

Do your social media bios and descriptions clearly convey what you do?



FEEL LIKE YOUR BRAND ISN'T TICKING OFF ALL THE BOXES?

We can help with that. Head to thecolabco.co/services to learn more.



THE CO. LAB

The Co. Lab is a marketing hub-meets-coworking space located in downtown Cornwall, Ontario. You deserve a brand that works as hard as you do. **Let us help you build it.**

