



# Brand Style Checklist

We can't count how many companies we've spoken to that didn't have a single point of contact for issues and guidelines on their brand. A marketing and communications team's bible is this resource.

The rest of the organization can use it as a valuable resource to get any questions they might have answered without having to ask. Although they are not all-inclusive, we hope the checklists on the next page will act as a starting point for developing your brand style guide!



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## Visual Identity: How Your Brand Looks

### Color Palette

- Define your organization's color palette, including each color's specific RGB, CMYK, and HEX codes.
- Are there primary and secondary colors? (Are there certain colors that you want to use more than others?) Define that too.

### Fonts

- Define your brand approved fonts as well as which fonts are used for headers, subheaders, and body text and what size font is appropriate for each of those uses.
- Define if any fonts are for use only online or only in print. If those fonts are not automatically included on everyone's computer, include links to where they can be downloaded for free.

### Logo(s)

- Include all approved versions of your logo in your style guide (Ex: Color version, black and white version, horizontal, vertical, etc.).
- Explicitly define proper and improper usages of your logo (The amount of space that should always surround it, not to stretch or distort the logo, not to put it on a busy background where it is hard to read, etc.).

### Icons and Wordmarks

- Does your organization have any icons or wordmarks that can stand in for your logo? Be sure to include those as well as proper use.

### Imagery

- Collect various examples of photos, videos, graphics, or illustrations that represent your brand's style and personality.

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## Editorial: Language Used to Describe Your Brand

### Brand Story

- How did your brand come to be and what words define your brand presence? What ideas drive your work? Write it all down so your team is speaking the exact same language.

### Brand Mission Statement

- This is your ‘elevator pitch’ for your brand. Succinct is the name of the game.

### Brand Voice

- Outline your brand’s voice to ensure that is creating messaging that resonates with your audience. Is your voice positive? Energetic? Professional?
- Give some examples of appropriate voice and tone for your brand and contrast some “words your like” with “words you don’t like” to help your team.

### Editorial Style

- Define your organization’s editorial style (whether that adheres to a mainstream Stylebook like Associated Press or Chicago, or pulls from pieces of each).
- Define things like the use of the Oxford comma, extra spaces after sentences, etc.