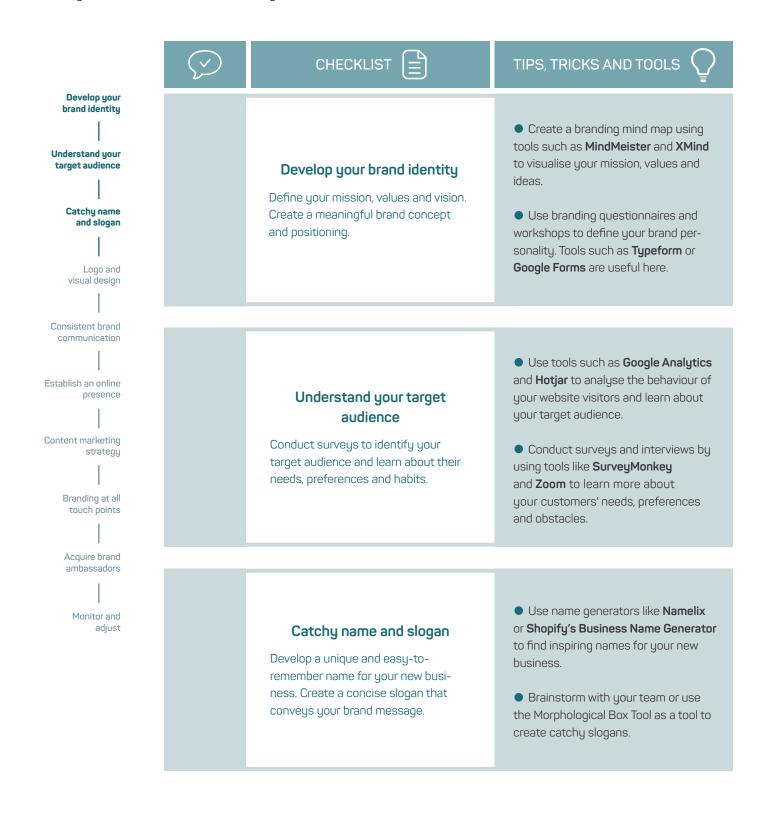
Successful brand identity



A brand identity checklist is important as it helps you to develop and maintain a consistent and engaging brand identity. It lets you systematically consider important aspects of branding and communication and ensure that no key elements are overlooked. A thoughtful brand strategy and consistent brand identity are crucial for building customer trust and increasing brand awareness.



Successful brand identity





CHECKLIST E

TIPS, TRICKS AND TOOLS



Logo and visual design

Design a professional logo that represents the identity of your new business. Choose suitable colours and fonts for your visual design language.

- Use design tools like Canva, Adobe Illustrator, or Sketch to create a professional logo.
- Experiment with colour palettes and fonts using tools such as Coolors or Google Fonts to design the visual elements of your brand.

Consistent brand communication

Decide on a consistent tone and style for your communication. Use clear and engaging language in all marketing materials.

- Create branding guidelines that define the tone, language and look of your brand communication.
- Use tools like Grammarly or Hemingway Editor to improve your text and to create consistent and engaging content.

Establish an online presence

Create a user-friendly website that gets your brand message across. Use social media platforms to showcase your brand and connect with your target audience.

- Create a user-friendly website using content management systems such as **WordPress** or **Wix**.
- Use social media management tools like **Hootsuite** or **Buffer** to plan, manage and analyse your social media presence.

Content marketing strategy

Develop a content marketing strategy to help you create valuable content and reach your target audience. Publish regular blog posts, videos and podcasts that offer added value.

- Use tools like BuzzSumo or SEMrush to find content that your target audience likes and to help you come up with new ideas.
- Use content management tools like **HubSpot** or **CoSchedule** to plan and organise your editorial calendar.

Successful brand identity





CHECKLIST E

TIPS, TRICKS AND TOOLS



Branding at all touch points

Make sure your branding is visible across all elements of the company, including its product design, packaging, email signatures, etc.

- Create templates for your business documents and presentations to ensure that your branding is consistent in all your communication materials. Tools such as Canva or Microsoft Office are helpful here.
- Regularly review all customer touch points to ensure that your branding is being applied consistently.

Acquire brand ambassadors

Identify influencers and industry experts who can support your brand. Build relationships with customers to promote brand loyalty and generate positive word of mouth.

- Identify influencers and industry experts that fit your brand and use tools like BuzzStream or Traackr to build relationships and collaborate.
- Use a referral programme using tools like ReferralCandy or Ambassadors to attract customers as brand ambassadors and to create consistent and appealing content.

Monitor and adjust

Track your brand's performance and measure its success based on KPIs. Adjust as needed to ensure your brand remains relevant and appealing.

- Use social media analytics tools like Sprout Social or Hootsuite to measure how well your brand communication works in social media.
- Use website analytics tools such as Google Analytics or Hotjar to monitor user behaviour and identify optimisation potential on your website.