about you

Business Name	Brand Personality
• • • • • • • • • • • • • • • • • • • •	
•••••	
Busines	ss Summary
Mission	n Statement
Services	Demographic
•••••	
•••••	

brand consistency

social media
website
digital advertisting
digital products
email
•••••

branding checklist

your logo or logo suite
your brand colors
typography and fonts
brand tagline
icons and/or patterns
photography
brand management plan