Brand Consistency Cheat Sheet

Rome wasn't built in a day and neither was brand recognition and trust.
In order to create a solid brand that instills trust and demands
to be seen you must have consistency.

BRAND VISUALS

- [ ] Logo (stacked, horizontal, colour and black & white)
- [ ] Logo submark
- [ ] Core brand colours (2-3) _____
- [ ] Secondary brand colours (2-3) _____
- [ ] Heading font _____
- [ ] Sub-heading font _____
- [ ] Body font _____
- [ ] Image style _____

BRAND VOICE

- [ ] Your why _____
- [ ] Values _____
- [ ] Ideal client _____

PRINT

- [ ] Business cards
- [ ] Stickers
- [ ] Flyers
- [ ] Thank you cards
- [ ] Letterhead
- [ ] Invoices
- [ ] Packaging

Did you know?

It takes an average of 5 to 7 brand impressions for a customer to remember your brand.

DIGITAL

- [ ] Website
- [ ] Website favicon
- [ ] Social media images
- [ ] Icons
- [ ] All digital forms
- [ ] Ebooks
- [ ] Online ads
- [ ] Email templates
- [ ] Landing & thank you pages
- [ ] Email signature

PHOTOGRAPHY

- [ ] Headshots
- [ ] Product imagery

Did you know?

Consistent brand presentation increases that brand's revenue by an average of 23%.

Thanks so much for checking out my website & downloading this resource sheet. I hope you found it helpful!

Alysia