



Geralin's Grand Brand Plan Checklist

Brand Clarity: Strategic. Visual. Verbal.

Strategic Guidelines

- Mission Statement:** What your company does right now; present.
- Vision Statement:** Why your company exists; future.
- Values:** How your company does what it does.
- Brand Positioning:** To [target audience] our services are the [category] that provides [benefits] BECAUSE [support/reasons to believe] ~Fabian Geyrhalter

Visual Guidelines

- Color Palette**
- Logo:** Icon, Logotype, Favicon, etc.
- Patterns + Textures**
- Fonts + Typography**
- Images:** Headshot, Photo Style, Illustration Style, etc.

Verbal Guidelines

- Voice, Tone, and Style**
- Tagline**
- Signature Line**
- Elevator Pitch**
- Messaging:** All-encompassing to reinforce the vision, mission, and purpose.

Touchpoints + Channels

- Website:** Contact, About, Products-Services, Pricing, Useful Information (Navigation and Usability)
- Social Media:** Banners, Profiles, Posts, etc.
- Print:** Business Cards, Newsletters, Stationery, Business Forms, etc.
- Other:** Slide Decks, Phone Call, Event Materials, Media Kit, etc.

Resources

Writing

- [The Elements of Style](#)
- [Chicago Manual of Style](#)
- [Modern Language Association Style Manual](#)
- [The Associated Press Stylebook](#)

Design

- [Why City Flags May Be the Worst Designed Things You've Never Noticed](#) by Roman Mars

Personality

- [The Myers Briggs Type Indicator](#)
- [The Five Love Languages](#)
- [Strengths Finders](#)
- [The Big Five Personality Traits](#)
- [The Enneagram](#)
- [The Four Tendencies Quiz](#)
- [16 Personalities](#)
- [The 12 Jungian Archetypes](#)