5 Step DIY Visual Brand Review
and What To Do With the Results

> **Definition of Branding:** (according to Entrepreneur.com)
> The marketing practice of creating a name, symbol or design that identifies and differentiates a
> product from other products. I will add that a brand is a personification: it is the combination of
> voice, message, personality, values, and face of a business, product, service, team, or event.

Step 1: Use the Branding Checklist

☐ Collect printed samples for your business brand
☐ Print out screen grabs of web pages, online ads, social media profiles, etc.

Step 2: Find a big table or room with magnet/corkboard walls

☐ Layout or pin up all your collected samples
☐ Step back and look at everything a one big, visual group

Step 3: Ask yourself the following questions

☐ Does everything look like it came from the same company?
☐ Are there visual elements that are consistent across all/most of the items?
☐ Are there some pieces you LOVE LOVE LOVE? And maybe some you don't care for?

Step 4: Now it's time to ask more specific questions

☐ Do you consistently use the same font(s)/typeface(s) –
  for your business name, headings, body text?
☐ Do you have a logo, photo, or other drawing/graphic that you always use?
☐ Do you always use the same color(s)?
☐ Do you place your company name/logo in the same or similar location on your materials?
☐ Do you do these things across both print and online materials?
☐ If you do things consistently in these five areas, you'll be on your way to building
  a strong visual brand.

Step 5: Create a Brand Guidelines document

☐ From the previous steps, identify your visual preferences – the things you like and
  want to keep doing with your branded materials.
☐ Start with your logo and business name, as you want them displayed in your marketing.
☐ Next, identify the typeface(s)/font(s) you want to always use.
☐ Now include photos and graphics you regularly use. Write brief descriptions.
☐ Next, create blocks of color you always want to use. Add color descriptions for print and web.
☐ Now you have a basic set of guidelines to reference when creating new materials.
  They will help you build consistency, and increase recognition as you continue to use them.

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