



Brand Foundation

What is your Brand's Mission & Vision?

- Mission: What your business does, who it serves, and why it exists; its purpose.
- Vision: What your brand aspires to achieve long-term; the future you're working toward.

What are your Core Values?

- The guiding principles that influence your company culture, behavior, and decisions (e.g., integrity, innovation, reliability).

Who is your Target Audience?

- The specific group of people your brand aims to reach defined by demographics, interests, problems, and goals.



Visual Identity

Logo (Primary & Variations)

- Your brand's main visual symbol. Include your primary logo and alternate versions (horizontal, icon-only, watermark, etc.) to be used on various platforms and in varying context.

Brand Colour Palette

- Identify a consistent set of colors (usually 3–6) used across all branding to create a recognizable look.

Brand Typography (Fonts)

- Identify a set of fonts to be used in your branding, including heading, subheading, and body text fonts.



Brand Messaging

Brand Voice & Tone

- Voice: Your brand's personality in written form (e.g., professional, friendly, bold).
- Tone: The emotional delivery depending on the context (e.g., excited, empathetic, serious).

Tagline or Slogan

- A short, catchy phrase that captures your brand's essence or promise (e.g., "Just Do It").

Elevator Pitch

- A 30–60 second summary of what your brand does and why it matters. This is used to quickly introduce your business.



Brand Experience

Consistent Visuals Across All Platforms

- Ensure your logo, colors, and design style are uniform on all platforms (website, social media, print, etc.).

Consistent Tone & Messaging

- Ensure your voice and core message are the same across all communications; social posts, ads, emails, etc.

Cohesive Customer Journey

- Provide a seamless experience from the first contact to purchase and follow-up, building trust and loyalty.

Regular Brand Audits

- Periodically review your branding to ensure everything stays relevant, cohesive, and aligned with your goals.

Not sure how to craft each of these?

Schedule a consultation with Naley Designs.

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