

Brand Consistency Checklist

what to do and not to do



1 Clear brand identity
Make sure your brand has a message and incorporates values. A clear brand identity helps build relationships with customers.



2 Defined brand guidelines
You should have a central document that sets the rules and regulations for your brand. The guidelines state how your brand should look in documents, on posters, ads & social media.

2

3 Consistency across all platforms
Even if different platforms have slightly different audiences, your brand should show consistency. That also applies to TV and radio ads.



4 MS Office documents are brand consistent
It is a good idea to continue the design principles of the company so that company presentations, Word documents, and e-mail signatures are uniformly designed.



4

5 Involve your entire team
Make sure every employee knows your brand's purpose, vision, and mission. Inform any subcontractors and freelancers you use about how to present your brand to the public.



6 Have "brand guardians"
If you have large teams, you should appoint one or more people as so-called brand guardians.



6



CD Management Success Factors
Download your free whitepaper now:
<https://hubs.li/H0Mw2kz0>



7 Brand Guideline Must Haves

„Your brand is everything!“

1 Brand identity
The explanation of your marketing strategy marks the beginning of the brand design manual. Brand identity needs to address the following points:

- ✦ Brand story
- ✦ Brand values
- ✦ Purpose (vision)
- ✦ Tonality of the brand



2 The logo and how to use it
Presentation and use of the logo play a crucial role in brand design. The following points must be made clear:



- ✦ Size and proportions
- ✦ Distances from the edges of the page
- ✦ Permitted variants in terms of color and backgrounds
- ✦ Applications of the different variants
- ✦ The "no-goes" regarding the variants and their applications

3 Colors and color combinations
Color contributes significantly to brand recognition. It is important to explain the interaction between main and secondary colors. Details about how to apply brand colors in different media – e.g. print media and online - should be included.



4 Font style/typography
Uniform typography underpins the brand's personality. This applies not only to headlines, but equally to consistent use of one font for body text. The following points are essential:



- ✦ Font type
- ✦ Font size for headlines, body text, subtitles, etc.
- ✦ Permitted variants in terms of color and backgrounds
- ✦ Spacing of paragraphs and lines
- ✦ Text alignment

5 Image style
Images evoke emotions and are incredibly powerful stylistic elements. A brand style guide must specify how to handle visual material:



- ✦ Interplay between image, text, and graphics
- ✦ Suitable motifs
- ✦ Color spectrum
- ✦ Style, light, and atmosphere
- ✦ Format and size



6 Graphics and icons
The use of icons and graphics is another important part of brand guidelines. The design guide should define which icons may be used, what they mean, and how to use them (line width, colors, proportions, etc.).



7 Application examples
Include examples to help users implement brand guidelines.



CD Management Success Factors
Download your free whitepaper now:
<https://hubs.li/H0Mw2kz0>



How to build a strong corporate identity

Corporate Identity

Corporate Design	Corporate Communication	Corporate Philosophy
visual component	uniform choice of words	values of the company
typography, colors, social media	internal and external communication	intentions and characteristics

1 From inside to outside
The employees of a company are decisive for a strong corporate identity. They have the greatest influence on a company's self-image. Make sure that every employee is aware of the corporate identity. It is important that employees know what the company stands for. Make sure that employees cultivate and observe the values and philosophy of your company.



2 Flexibility and dynamism
In addition, the corporate identity of a company today can no longer be regarded as inviolable and static. For a strong corporate identity it is necessary that the corporate identity is contemporary. To achieve this, current events such as climate change or increasing diversity must be taken into account. A strong, positive corporate identity can only be ensured if a company also acts in a modern and contemporary manner internally.



3 A look at the competition
As is the case in many respects, corporate identity also offers the opportunity to focus on the competition. Of course, this is essentially about unique selling propositions and not copying the competition, but it is important that other companies are not completely out of sight.



4 Future with vision
A corporate identity should not only be dynamic and flexible, but also future-oriented. So take a look at the future now and keep one or two doors open. Make yourself aware of where the company should be in the future and how internal processes will change.



5 Social media control
Some processes and tools are often neglected with regard to corporate identity. Often this concerns the component of the corporate design. Social media is of particular importance. For a long time Facebook & Co were only casually maintained. Here there should be a Social Media Manager, who is informed about behavior and design principles, so that also here a uniform Corporate Identity can develop.



6 Integrate Office
Office is another tool that has been neglected time and again. Here, too, it is a good idea to continue the design principles of the company so that, for example, company presentations are designed uniformly. Inconsistent presentations quickly appear unprofessional. Add-ins such as empower® slides provide a remedy.

