

MAPPING YOUR BRAND

BRANDING BASICS CHECKLIST



WILDHEART RIDGE DESIGN STUDIO



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Brand Basecamp - - - - -

- ☐ Craft your vision, mission and values
- ☐ Identify your target audience and market
- ☐ Develop your unique brand voice/tone

Visual Exploration - - - - -

- ☐ Select fonts and colors
- ☐ Primary and secondary logos
- ☐ Marks, elements, patterns, icons & illustrations

Expedition Execution - - - - -

- ☐ Create website and your online strategy
- ☐ Establish social media presence
- ☐ Map out next steps for brand growth

