

Brand Book Checklist

About Your Brand

- Mission
- Vision
- Values
- Unique Selling Proposition (USP)
- Brand personality
- Brand promise
- Products and services
- Target audience

Visual identity

- Logo
- Color palette
- Fonts
- Icons and illustrations

Editorial guidelines

- Voice and tone
- Style guide
- Messaging playbook

If you need help developing any of these components, our award-winning creative team can help. To develop a one-of-a-kind brand and website that sets you apart from the competition, [**get started here.**](#)