



BRANDING CHECKLIST

Your brand is the soul of your business. To give it a face, it is very important to become yourself very clear about those following points. We also recommend to set up an album on Pinterest.com and find images you connect with your new brand. Simply use this picture search machine to look for inspirations, colors, moods, people. Tipe in any of your keywords + logo, You'll be surprised what you see. The more information you have the better!

Information about your business

1.Which name should be within your logo?

2.Is there a slogan which should be integrated as well?

3.What does your company do /What is your blog about?
Who is your most important target group?

BRANDING CHECKLIST

4. Who is your ideal customer? Feel free to use adjectives. (serious, young, rational, etc)

5. What is the goal of your branding? What do you expect? Is there something which is especially important to you? (recognition, arouse emotions, etc)

6. Do you have an existing brand? If yes, what does not work in your opinion? What could a professional fix? (It is not serious enough, appears to cheap, looks to not professional etc)

BRANDING CHECKLIST

7. What would be the task you would give to a designer for support?

8. Is there a certain direction / do's and don'ts concerning colors, forms, which are important to you as brand elements? Can you find 1-3 Logos, which you would like for your company in terms of style.
(Type in "your keyword + Logo" on [pinterest.com](https://www.pinterest.com))

BRANDING CHECKLIST

9. Which style should your logo have ?
(please choose 1x for each)

CLASSIC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	MODERN
ADULT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	YOUNG
FEMININ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	MALE
PLAYFUL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	MINIMALISTIC
INEXPENSIVE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	LUXURIOS
GEOMETRIC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ORGANIC

Can you describe in 5 adjectives which look your brand should comply? (Modern, serious, cheap, eye-catching)

BRANDING CHECKLIST

Comments:

Do you know anyone who you would think can benefit from Chameo Designs services? Please let us know.



For any kind of **branding support**, please contact us or feel free to ask any question.

WWW.CHAMEO-DESIGN.COM/SERVICES/