



BRAND GUIDELINES CHECKLIST.



Depending on your brand and business, it might not be everything.

But if you can tick off every box, you'll likely have most things covered!

INTRO

- Contents
- Purpose of document

BRAND FUNDAMENTALS

- Mission
- Vision
- Values / pillars
- Brand statement and/or story
- Key brand objectives / ambitions

CORE CREATIVE ELEMENTS

- Logo
- Logo usage (dos/don'ts)
- Graphic devices and usage (dos/don'ts)
- Colour palette
- Typography and fonts
- Photography/videography style and usage
- Creative compositions (e.g. packaging / marketing examples)

STONE OF VOICE / MESSAGING

- Tone rationale
- Strapline and/or lead messaging
- Key characteristics / personality traits
- Prose examples (dos/don'ts)
- Articulation of channel distinctions (e.g. OOH vs Social)

COLLATERAL

- Style Guide for OOH advertising
- Style Guide for web design and application
- Style Guide for social channel assets (paid & organic)

SOCIAL MEDIA PLAYBOOK

- Channel specific rationale of tone and personality
- Outline of key channels and tailored strategy (audience specific)
- Post and asset examples (dos & don'ts)
- Guidance for rules / interactions with audience
- Outline of key content themes
- Outline of topics/conversations to avoid

GET IN TOUCH.

If you'd like to find out more about what we do at ilk, or how we might be able to help your brand, email us at hello@ilkagency.com or drop us a line on 01132429174.