

Jake Smith | Branding Checklist- CM3

Branding is how your business is seen and how it makes people feel. It's comprised of the name, logo, typefaces, colors, imagery, messaging, customer service, and client experience. The visual aspects of the branding should carry over to the website impart a sense of the brand. Getting to know the brand on a deep and personal level is necessary to design the site according to the specifications of the brand. Figuring out the brand's theme and message will allow the designer to design around those and target the intended market. "What theme do I want to be known for?" It could be professional, casual, corporate, etc. The website has to elicit the thoughts and feelings that the brand wishes to convey. Talk to your target market like you know them.

What is the name of your company?

What does the company do?

What market would your company help fill?

How old is your company?

Who are is your target demographic / customer?

How are you unique?

How would you describe your company?

How do you wish to be perceived?

What are the company colors?

What do you want your site to accomplish?

Who is your competition?

Set Setup:

Logo:

Typography:

Social Media

What tone or image do you want to portray?

Age Group/Demographic

Website Already?

What websites do you like and why?

Features

Events Page

Personas

Mission Statement

Message to Audience

<https://www.companywatch.com/blog/company-new-website/>

<http://www.webdesignerdepot.com/2009/05/9-tips-for-company-building-with-web-design/>

<https://www.tributemedia.com/blog/using-your-website-companying-tool>

<https://designschool.canva.com/blog/20-easy-tips-build-visual-company-identity/>