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Free checklist

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5 Things Every Small Business Brand Needs

A quick check to see whether your brand is working as hard as you are. Tick off what you already have. Anything left unticked is a good place to start.

1 A logo that works everywhere

Your logo should look good big and small, in colour and in one colour, on a sign, a sticker and a social media profile photo.

- [ ] Full-colour version
- [ ] One-colour version
- [ ] Readable at small sizes
- [ ] PNG, PDF & SVG files

2 A set colour palette

Two to four colours you use every time, with exact colour codes, so your flyers, posts and printed pieces all match.

- [ ] Main brand colours chosen
- [ ] Exact colour codes saved
- [ ] Used consistently

3 Consistent fonts

One or two typefaces for headings and text. Mixing too many fonts is one of the quickest ways a brand starts to look unplanned.

- [ ] Heading font
- [ ] Body text font
- [ ] Same fonts on every piece

4 Polished everyday essentials

The pieces customers actually hold and read should look as good as your logo, because they're often the first real impression.

- [ ] Business cards
- [ ] Menu or price list
- [ ] Social media profile & cover
- [ ] Clear contact details

5 A recognisable look on social media

When your posts share the same style, people start to recognise your business before they even read the name.

- [ ] Post templates
- [ ] Same colours & fonts
- [ ] A simple posting plan

Want help ticking these off?

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