# Brand Image Check List

Image may not be everything, however, substance without a great image is very hard to sell. To have an effective brand, it is extremely important to develop a consistent, recognizable image that reflects your authentic brand voice in a polished way. Here is an image checklist to get you started.

**Headshot & Photos**

\_\_\_I have a great, professional headshot showing me at my very best. My hair, make-up and wardrobe look polished and are in current fashion.

\_\_\_I have at least one picture of myself smiling.

\_\_\_I have pictures of myself “in action” for my website.

\_\_\_I have pictures of myself from different angles so my image is always facing the copy of a page.

**Colors\***

**Based on my brand persona, my brand colors are:**

\_\_\_Red: power, love, potency, energy, desire, action, passion, determination, courage, confident, stimulating, driven.

\_\_\_Orange: Energy, determination, encouragement, quirky, artistic, vitality, productivity, strength, warmth, the sun, flames.

\_\_\_Blue: Trust, wisdom, truth, loyalty, peace, authority, reliability, loyalty.

\_\_\_Green: growth, nature, rebirth, optimism, spring, fertility, relaxation, youth , healing, luck, environment.

\_\_\_Purple: loyalty, ambition, wealth, competition, mystery, mysticism, spirituality, inspiration, luxury, dignity.

\_\_\_Pink: Love, romance, femininity, calmness, peace, happiness, softness (hot pink) sexiness, energy.

\_\_\_Yellow: Joy, happiness, energy, sunshine, warmth, vision, caution, warning, intellect, creativity, light.

\_\_\_Brown: Wholesome, practical, stable, honest, comforting, earthy, rich, sincere.

\_\_\_Gray: Reliable, conservative, dignified, neutral, impartial, professional, mature, intelligent, classic, solid, stable, calming, subdued, reserved, elegant, formal and dependable.

\_\_\_Black: Sophistication, death, seriousness, sexiness, modern, elegance, ominous, in some cultures black is associated with wealth.

\_\_\_White: Purity, innocence, sterility, crispness, simplicity, winter, truth, pristine.

\*Bear in mind, all the colors also have negative connotations if they are over-used or used in the wrong context. Also, colors have different meanings in different cultures, so if your industry is international, you should be sensitive to cultural norms.

**The intensity of my colors is:**

\_\_\_Strong

\_\_\_Heavy

\_\_\_Vibrant

\_\_\_Bright

\_\_\_Soft

\_\_\_Light

**Fonts**

The brand persona words I reflected in my fonts are:

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**Logo**

Colors\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Images\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Textures\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Symbolism\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_Reflects my industry

\_\_\_Reflects my brand persona

**Video**

\_\_\_I have the proper equipment

\_\_\_I have the proper wardrobe.

\_\_\_I have the proper lighting.

\_\_\_I have the proper make-up.

\_\_\_I have an on-brand “stage” for recording.

**Social Media**

\_\_\_I have an appropriate, approachable profile picture.

\_\_\_My banner reflects my brand image, colors and/or logo.

\_\_\_The pictures and articles I post reflect the best of my image and core brand message.

**Business Card**

\_\_\_My card is easy to read.

\_\_\_My card has my name on it.

\_\_\_My card has my picture on it.

\_\_\_My card has all my contact info, including social media.

\_\_\_My card has a call to action.

\_\_\_My card looks professionally made.

\_\_\_My card has my logo on it.

**Email Signature**

\_\_\_I have a scanned signature or one in a branded font.

\_\_\_I have my other contact information.

\_\_\_I have a call to action, for example, “like me on facebook” or “click her for more info”

\_\_\_I have my tagline.

\_\_\_I have my title.

**Website**

\_\_\_My website uses my branded colors and fonts.

\_\_\_I have great photos of myself in or near the banner.

\_\_\_My website looks polished.

\_\_\_My website uses copy that reflects my brand personas and unique strengths.

\_\_\_My website is easy to navigate.

\_\_\_I have my social media icons where they are easy to see.

\_\_\_My website is both functional and attractive.

**Other Marketing Materials:**

\_\_\_Printed Flyer with Bio for events

\_\_\_Letterhead

\_\_\_Templates

\_\_\_Binders

\_\_\_Labels

\_\_\_Postcards

\_\_\_Other

**Personal Image**

\_\_\_I know my best personal colors which are:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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\_\_\_My branded style personality is:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_I know my style words. They are:

\_\_\_I have a great haircut that is current, flatters my face, and is appropriate for my age and industry.