



YOUR ULTIMATE BRAND IDENTITY CHECKLIST

MADE FOR SMALL BUSINESS OWNERS BY

MAGIC FEATHER
Designs





HEY FRIEND! WANT TO CHECK YOU HAVE EVERYTHING YOU NEED WHEN IT COMES TO YOUR BRAND IDENTITY... YOU CAME TO THE RIGHT DOWNLOAD!

Your visual brand identity can be the first impression potential customers have of your business, so it's essential to make it a good one. A well designed brand identity should stand out, communicate what your business is all about, and of course attract those ideal customers. But if your brand isn't designed with purpose and intention, set up to align perfectly with you, your business foundations and audience... well, it could be doing you more harm than good without you even realising - yikes!

Use this list to check you have everything you need, and inspiration for any extras you may not have thought of yet!



First, and most important - your core brand foundations, these include:

- **Brand Values:** Clearly define your brand's core values. What do you stand for? What are your boundaries? What views might you share with your audience? How can your values be reflected in your brand identity?
- **Target Audience:** Have you identified your ideal client/customers? What are their demographics and psychographics? Are your branding elements aligned with what resonates with them? How are you grabbing their attention?
- **Brand Story:** Do you have a compelling story that connects emotionally with your audience? What is your 'Why'? What is your vision and mission?
- **Brand Personality:** How would you describe your brand's personality in 3-5 words (e.g., quirky, bold, adventurous)? Are these reflected in your visuals? What do you want your audience to think and feel when they see your business/brand/socials?
- **Brand Voice:** Have you defined your brand's tone of voice? Is it playful, bold, professional, or quirky? Is your copywriting in tune with your brand personality, and does it speak to your target audience in a way that feels authentic?
- **USP:** What makes you different? What do you do that competitors do not? How are you showing this in your content and visuals?

Top Tip: Solid business foundations help us to set clear goals and strategies, they are not fluffy extras! They define your brand visuals, content and marketing routes, so pretty important!

Next up, your visual! These should include:

- **Logo Suite:** Does your logo have variations for different uses (e.g., primary, secondary, favicon, etc.)? Do you have different file types for each design? Does your logo rely on different colours, or will it work in one solid colour still? Is it visually clear?
- **Colour Palette:** Have you chosen a vibrant and cohesive colour palette that reflects your brand personality? Are the colours effective in conveying your brand's mood (colour psychology)? 5-6 colours are ideal.
- **Typography:** Does your brand have a distinct typography set? Is it both legible and expressive of your brand's character? 3 options is ideal.
- **Brand Marks:** Do you have supporting brand marks or icons that add uniqueness and personality to your visual identity?
- **Imagery:** Does your brand imagery (photography, illustrations) align with your brand's vibe? Does it reinforce the fun and personality-filled aspects of your business?

Top Tip: Your visuals should have purpose and reflect your **customers**, not your personal preferences! If you hate showing your face, stock photography can be a great option. Search for free-for-commercial use options.

Now, we can not overlook your customer experience and touchpoints - consider:

- **Social Media Presence:** Are your social media profiles consistently branded (profile pictures, banners, post templates)? Do they showcase your unique personality? Is your name the same? Have you deleted any old accounts?
- **Marketing Materials:** Are your marketing templates (business cards, flyers, etc.) aligned with your brand identity? Have you considered both online and offline marketing? Are your templates optimised for the correct platforms?
- **Website Design:** Is your website a true reflection of your brand's style and tone? Is it visually engaging and user-friendly? Do all links work?
- **Email Templates:** Are your email templates aligned with your brand personality and visually cohesive with your brand guidelines? What incentives do you have to get people to sign up to your email list?

Top Tip: Consider a mix of content for all audiences and customer journeys. Short term social content, long form blogs, long game Pins, an even mix of video and infographics - everyone consumes content differently!

And lastly, the 'nice to haves' for full consistency and flexibility...

- **Brand Guidelines:** Do you have clear brand guidelines to ensure consistency across all platforms? Does it include rules for logo usage, colour palettes, typography, and tone of voice? This is great for sharing with new colleagues and collab partners!
- **Brand Adaptability:** Is your brand identity flexible enough to evolve with your business? Can it be adapted to new products or services without losing its core personality? Do your visuals allow for some flexibility whilst staying consistent? Keep things fresh!
- **Audience Feedback:** Have you gathered feedback from clients or customers about your brand? Do they see it as unique and aligned with your vision? Is your feedback/on and off boarding all branded too? Little details go a long way for a great client experience.

Top Tip: Protect your business! Are you correctly registered? Have you backed up your accounts, turned on two-factor authorisations? Bought your font/graphic licenses? Set up a business bank account? Work smarter, not harder friend!



Hey friend, I'm Jen - the one woman show behind Magic Feather Designs.

I love to work with solo small business owners, encouraging people just like me to not let go of their passions but turn them into profitable businesses. We might enjoy being small in our 'business of one' but we sure as heck still have **big** dreams!

I know that brand design done well should be totally unique to you, rooted in intention, with purpose, always working hard for your business to visually convey your values, mission and personality in one quick swipe. Standing out from the crowd is easy when you stand out for the right reasons! The branding I create gives my clients the tools to stay consistent going forward, it resonates with their ideal audience because it was designed with them in mind. Your branding should elevate your business and show you off as credible, professional and a business that your customers and clients can trust (kind of key for yummy sales, right!).



MY BRAND AND WEB SERVICES

STEP UP:

Perfect if you are a new business or within your first years, and are now ready to make that first investment into your brand design. If you need some starter branding in place **in order to start showing up**, along with a better understanding of your biz foundations, how to **target your ideal customer** and some design **support** from someone who gets it, this is the one for you.

No more second guessing or DIY-ing things as you will gain a purposeful, strategic brand identity that feels so damn aligned it hurts! Designed to last and grow as you continue to **step it up**!

INCLUDING:

- Brand Direction session (2hrs 1:1 Zoom)
- Perfect colour palette and typography pairing.
- Full, versatile logo suite
- Fun brand marks/elements/icons.
- Brand guidelines and brand board.
- Canva upload, organise and support.
- Bonus Freebies: Feed Planner, Set It Up Checklist!
- Additional 1 hour 1:1 Zoom afterward to ask me anything brand related!

STAND OUT:

This is literally **the one** for biz owners seriously ready to level up their growing business and **stand the frick out** with professional, purposeful, strategic branding for your whole biz. Time to stop doing it all yourself, save some time to work on the things that generate money, really narrow down that ideal client and get right up there **in their face** with a brand that gives them instant heart eyes and has them saying **'take my money!'**. This package is also great for bold new business owners who want everything done before they launch! **Kapow!**

Clarity ✓ Design ✓ Socials ✓ Marketing ✓ - everything you need for full brand visibility.

INCLUDING:

Everything from Step Up PLUS:

- Templates for Stories, Reels, Feed posts
- Pinterest Templates
- Marketing templates (news-feed size)
- Profile images & highlight covers
- Additional cover images (EG. Etsy, Facebook etc)
- One printed asset (EG. business card)
- Bonus Freebies: Feed Planner, Set It Up Checklist, Content Cheat Sheet!

WIX WEB DESIGN:

Exclusive to my brand design clients only, this is perfect for all businesses needing an informational site to direct their customers to, or to host their long form content such as a blog or podcast links.

FULL WEB OFFER :

- Help with account set up
- 5 pages of your choice
- Full, on brand design & mobile optimised
- Up to 3 Automations set up
- Thank you email design for list subscribers
- Basic on page SEO set up
- Domain name set up and social connections
- Additional 1 hour 1:1 Zoom afterward to ask me anything web related!

MINI WEB OFFER :

- 1 page Wix hosted web page
- 5 basic sections;
- Mobile optimised
- x1 Automation set up
- Basic on page SEO set up
- social connections assistance
- Additional 30 minute 1:1 Zoom afterward to ask me anything web related!

addition pages or sections available

THANKS SO MUCH FOR DOWNLOADING THIS CHECKLIST
- I HOPE YOU FOUND IT SUPER HELPFUL!

FIND ME ON SOCIALS



HAVE A LITTLE BROWSE OF MY WEBSITE

www.magicfeatherdesigns.com
(see all my packages & visible prices!)

GOT QUESTIONS? CONTACT ME...

jen@magicfeatherdesigns.com