



BRANDING CHECKLIST

INTRODUCTION

Branding influences all aspects of your non-profit – which is why it can seem overwhelming at times. Luckily, there’s a solution. Follow the checklist below and you’ll be able to keep track of your brand as it grows.

BRAND FOUNDATION

Before we start to think about colors, fonts and the logo itself, your brand needs a foundation. The following elements are essential, so don’t skip them (or leave any blank).

Brand Purpose (*Why does your brand exist? What is it hoping to accomplish?*)

Brand Values (*What values do you want your brand to emulate?*)

Brand Story (*What journey do you want donors to take with you?*)

BRAND VISUALS

Your brand visuals are more straightforward. We simply want to make sure you've documented and acquired all the file types you need.

Logo

High Resolution PNG
(at least 1000px wide)

Vector File
(usually SVG or EPS format)

Full Color Version

Black & White Version

Color Palette

Primary Colors Chosen
(at least 2 colors you will use most of the time)

Secondary Colors Chosen
(at least 2 colors)

Hex codes for each color
(these codes have a # followed by 6 digits/letters)

CMYK codes for each color
(these codes have 4 values for each color ranging from 0 - 100)

Typography / Fonts

Primary Font Chosen
(the main font you will use)

Secondary Font Chosen
(a complimentary font which is used sparingly)

Font files for each font

BRAND GUIDE

A Brand Guide (or sometimes known as a Style Guide) is essential for building a great brand. It documents all elements of your brand (so there are no arguments in the future) and is a reference for other designers. You can be confident when you give a designer your brand guide that the colors, fonts, and style they create will be in-line with your brand.

Building a Brand Guide is as simple as opening a word document and noting down the following:

Brand Purpose

Brand Values

Logo

Color Palette

Minimum logo size
(recommend no less than 1")

Primary Colors
(include the Hex and CMYK codes for each color)

Approved colored versions of the logo

Secondary Colors
(include the Hex and CMYK codes for each color)

Typography / Fonts

Explanations for when each color is to be used

Primary Font

Secondary Font

Explanations for when to use each font

NEXT STEPS

As your brand grows and you acquire more marketing materials (business cards, website, flyers, etc) make sure to keep a digital copy of each one. This way you can quickly see if the designs are visually consistent.

Also, it's great to have references to send to designers when you need new materials.