

Brand Guidelines Implementation Checklist to ensure a consistent digital presence:

☒ **1. Logo & Visual Identity**

- ☐ Use high-resolution logo files (primary, secondary, monochrome)
- ☐ Follow logo size and placement guidelines
- ☐ Apply brand color palette consistently (HEX/RGB codes documented)
- ☐ Use designated brand fonts for headings, body text, and accents

☒ **2. Website & Digital Design**

- ☐ Ensure homepage design aligns with brand identity
- ☐ Use consistent navigation and UX styling
- ☐ Incorporate brand-aligned imagery, icons, and filters
- ☐ Design CTA (Call-to-Action) buttons for engagement

☒ **3. Social Media Branding**

- ☐ Upload correctly sized profile and cover images for each platform
- ☐ Use brand-aligned templates for posts and stories
- ☐ Create a content calendar for posting frequency
- ☐ Develop a hashtag strategy for consistency

☒ **4. Messaging & Brand Voice**

- ☐ Define brand tone (friendly, professional, casual, etc.)
- ☐ Standardize key messaging (mission, values, tagline)
- ☐ Ensure consistency in customer interactions & responses

☒ **5. Content Guidelines**

- ☐ Format blog posts and articles according to brand style
- ☐ Use branded templates for email marketing
- ☐ Maintain uniformity in video & animation elements

☒ **6. SEO & Online Visibility**

- ☐ Implement keyword strategy for website & blog content
- ☐ Optimize meta descriptions, titles, and alt text
- ☐ Follow accessibility guidelines for readability

☒ **7. Consistency Across Platforms**

- ☐ Cross-check all digital assets for brand consistency
- ☐ Align website, social media, and marketing materials
- ☐ Train staff on brand guidelines and enforcement