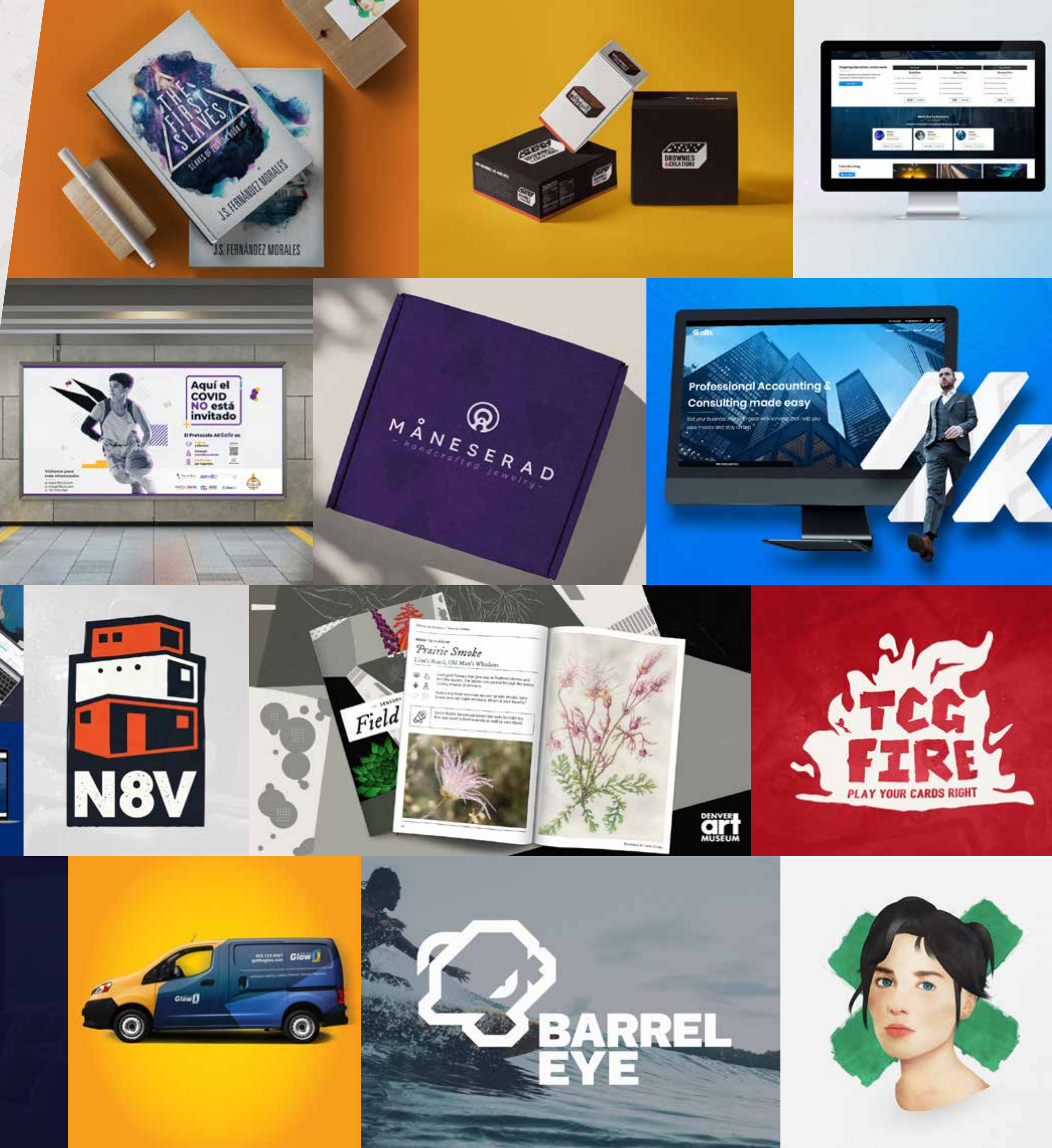




# BRANDING CHECKLIST

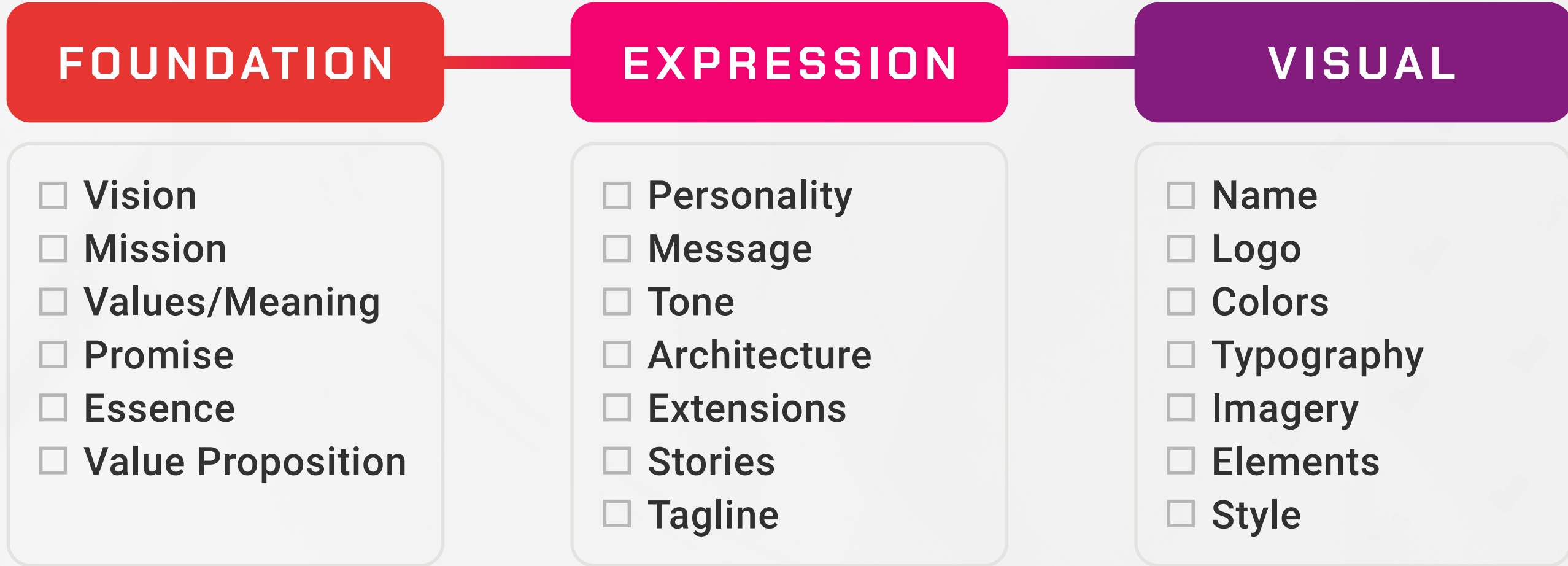
Branding Elements & Tips

- Foundation
- Expression
- Visual





# BRAND ELEMENTS



☒ Mark it

The three groups of Branding Elements:

**Foundation** includes the core components that shape your brand's identity—often the most important, though not always developed first.

**Expression** and **Visuals** influence how your brand is perceived as clients interact with it. As you go through this document, we'll explore these elements and how they shape your brand.

# BRANDING PROCESS

The order in which you develop branding elements depends on your brand's unique needs. This flowchart helps you identify the most relevant elements to build a strong, cohesive brand.

Not every brand requires every element—some may be essential, while others might not apply. Use this guide to focus on what truly drives your brand's success.







# FOUNDATION ELEMENTS

Element	Description	Why it matters
<b>Vision</b>	<i>Defines where the brand aspires to be in the future and the impact it aims to make.</i>	<i>Provides direction and inspires growth.</i>
<b>Mission</b>	<i>Articulates the purpose and the reason for the brand's existence.</i>	<i>Defines daily actions and strategic decisions.</i>
<b>Values</b>	<i>Core principles and believes that guide the brand's actions and decisions.</i>	<i>Shape culture, decision-making, and customer trust.</i>
<b>Promise</b>	<i>A commitment made to consumers about what they can expect from the brand.</i>	<i>Sets expectations and builds credibility.</i>
<b>Essence</b>	<i>The fundamental nature or spirit of the brand, captured in a succinct phrase that captures the brand's intrinsic quality.</i>	<i>Creates a lasting connection with the audience. It is the cornerstone of the brand's development</i>
<b>Value Proposition</b>	<i>Unique benefit a brand offers to its customers, solving their needs better than competitors.</i>	<i>Differentiates the brand and drives customer choice.</i>





# EXPRESSION ELEMENTS

Element	Description	Why it matters
<b>Personality</b>	<i>Human characteristics that define how a brand expresses itself and interacts with its audience, creating an emotional connections.</i>	<i>Shapes how customers relate to and perceive the brand.</i>
<b>Message</b>	<i>Central narrative and key ideas a brand communicates to convey its value, purpose, and differentiation.</i>	<i>Ensures clarity and consistency in how the brand is understood.</i>
<b>Tone</b>	<i>The distinct style, mood, and attitude of a brand's communication.</i>	<i>Influences how messages resonate with audiences.</i>
<b>Architecture</b>	<i>Strategic structure of a brand, including its relationship to sub-brands, products, and services.</i>	<i>Organizes offerings and clarifies the hierarchy of the brand.</i>
<b>Extensions</b>	<i>Expansion of a brand through new products, services, or sub-brands.</i>	<i>Allow the brand to grow while maintaining relevance.</i>
<b>Stories</b>	<i>Narratives that bring the brand to life by sharing its history, values, mission, and impact, to build emotional connections.</i>	<i>Creates emotional connections and makes the brand more memorable.</i>
<b>Tagline</b>	<i>A concise and memorable phrase that encapsulates a brand's essence, value proposition, or promise, reinforcing its identity.</i>	<i>Reinforces brand identity and leaves a lasting impression.</i>



# VISUAL ELEMENTS

Element	Description	Why it matters
<i>Name</i>	<i>Word or phrase that identifies a brand, making it memorable.</i>	<i>Creates immediate recognition and helps with recall.</i>
<i>Logo</i>	<i>Visual symbol or wordmark representing a brand, designed to embody its essence and make it recognizable.</i>	<i>Serves as a quick identifier that conveys brand personality, values, and positioning.</i>
<i>Colors</i>	<i>Specific hues and color palettes chosen for a brand and are used consistently across the board.</i>	<i>Influence emotions, reinforce identity, and enhance brand recognition.</i>
<i>Typography</i>	<i>Fonts and type styles selected for a brand’s communication materials.</i>	<i>Shape tone, and personality while ensuring consistency.</i>
<i>Imagery</i>	<i>Photos, illustrations, and graphics that visually communicate a brand’s story and message.</i>	<i>They create mood, tell stories, and reinforce brand identity.</i>
<i>Elements</i>	<i>The unique design components, such as patterns, icons, and textures.</i>	<i>Contribute to a brand’s distinct visual language.</i>
<i>Style</i>	<i>Overall aesthetic and design approach that defines a brand’s visual identity and atmosphere</i>	<i>Ensures consistency and coherence across all brand materials.</i>



# LET'S WORK TOGETHER

*We know building a strong brand is challenging, but don't worry—we're here to help.*

*Get in touch today, and let's make your brand stand out!*

**Contact:**  
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*www.dieresis.agency/contact*

**BRAND  
DEVELOPMENT**



**GRAPHIC  
DESIGN**



**WEB  
DESIGN**

