



# Brand Consistency Checklist

Consistency across every brand touchpoint is essential for building strong brand recognition. This is a comprehensive list of all the platforms that you need to ensure are providing consistency for your audience.

Morgan Jochum *design*



## *Hey, I'm Morgan!*

I'm a brand and graphic designer with a passion for small businesses. My goal is to equip you with the tools and resources you need to build a brand you love, connect with your target audience, and pursue your purpose with confidence.

As small business owners, I understand that you are juggling a lot of different roles within your business. That is why I am here to help provide you with tools and resources to reduce the overwhelm that often comes with the word “branding” and help you feel inspired and confident to build a brand you love. The purpose of this checklist is to help you know all of the different platforms and brand touchpoints that should reveal consistent branding to your audience.



# Brand Touchpoints

- ✦ Social Media Platforms- Instagram, Facebook, Threads, LinkedIn, etc.
- ✦ Website
- ✦ Email Newsletters
- ✦ Email Signature
- ✦ Business Cards
- ✦ PDF Guides or E-Books
- ✦ Product Packaging
- ✦ Client Project Proposals
- ✦ Surveys and Forms
- ✦ Print Marketing Materials- flyers, ads, etc.
- ✦ Business Signage
- ✦ Thank you cards
- ✦ Blog Post Covers
- ✦ Pinterest Pins
- ✦ Physical Office or Storefront



# thank you!

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Thank you for downloading this free guide. My hope is that you found the information valuable and that it helps you ensure that your brand is showing up consistently across all platforms and touchpoints with your audience. If you have any additional questions about brand consistency, I would LOVE to chat more. Feel free to shoot me an email or message me on Instagram. For more branding inspiration and content follow along on Instagram & Pinterest!

~mj

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## let's chat!



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