

FREE CHECKLIST:

Branding Essentials



Create a framework for developing your brand.

COURTESY OF



Your Branding Checklist

- ☐ Define/write your brand belief and values
- ☐ Empower employees to become your brand ambassadors
- ☐ Identify why someone should buy from you and not your competitors
- ☐ Define your buyer personas and get to know your audience
- ☐ Craft and share your brand's unique story
- ☐ Develop your brand's personality
- ☐ Find your brand voice and use it across your promotional materials
- ☐ Design your brand's look based around its attributes and follow consistency across all marketing pieces

About Us

Triad Design Group is a goal-based creative marketing agency helping brands grow, attract and uncover new business opportunities.



**Get Your Assessment With an
Brand Marketing Specialist**



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Happy branding!

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