



**timegeeks.**

# BRANDING CHECKLIST

**WOULD YOU LIKE DIRECT 1-ON-1 HELP TO IMPLEMENT THE  
STEPS IN THIS CHECKLIST?  
FLEXIBLE SERVICES TAILORED TO YOUR SPECIFIC NEEDS – NO ONE-SIZE-FITS-ALL  
SOLUTIONS HERE.**

**CONTACT US VIA EMAIL:  
INFO@TIMEGEEKS.LT**



Project Name/

DATE/

# Branding Checklist

## BRAND IDENTITY

Clearly define your mission and vision

☐

Identify the core values for your brand

☐

Describe the traits and characteristics that define your brand.

☐

## BRAND ASSETS

Logo

☐

Color Palette

☐

Typography

☐

Visual Elements

☐

## BRAND GUIDELINES

Logo Usage

☐

Colour Guidelines

☐

Typography Guidelines

☐

Imagery Guidelines

☐



# COMMUNICATION

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Website

☐

Social Media

☐

Marketing Materials

☐

Packaging

☐

## E-COMMERCE

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Domain name

☐

Social Media handles

☐

Content Style

☐

## BRAND MONITORING

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Regularly monitor how your brand is perceived and  
adjust strategies accordingly

☐

Respond to feedback and engage with customers to  
strengthen your brand's reputation

☐

## LEGAL CONSIDERATIONS

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Trademark and copyright registration

☐

Ensure your brand complies with intellectual property  
laws

☐

## BRAND MONITORING

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