Business Profile Pro

FREE CHECKLIST

Brand Style Guide Checklist

Pick your colors, fonts and logo rules once, so everything you publish looks like it came from one business.

1 Brand foundations

- [ ] Write who you **serve** and what you do in one sentence.
- [ ] Pick **three words** that describe how your brand should feel.
- [ ] Write a short **tagline** if you use one.

2 Logo

- [ ] Choose your **primary logo**.
- [ ] Keep versions for **light and dark** backgrounds.
- [ ] Set the **clear space** around the logo and the **minimum size**.
- [ ] List what not to do, such as stretching or recoloring.
- [ ] Save files in common formats, such as PNG and SVG.

3 Colors

- [ ] Pick a **primary color**, an **accent** and a few neutrals.
- [ ] Write down the **hex code** for each.
- [ ] Check that text is easy to read on each background.

TIP Fewer colors look more professional. Use the accent sparingly, for buttons and highlights.

4 Fonts

- [ ] Choose a **heading font** and a **body font**.
- [ ] Set sizes for headings, body and captions.
- [ ] Pick a backup font in case the first is not available.

5 Photos and voice

- [ ] Use **real photos** of your team and work.
- [ ] Choose a consistent look: light, framing and editing.
- [ ] Write down the **tone** you use and words you avoid.
- [ ] Decide how to write your name, phone and address.

6 Use it everywhere

- [ ] Website and **Google Business Profile**.
- [ ] Social profile photos and cover images.
- [ ] Email signature, **quotes and invoices**.
- [ ] Business cards, vehicles and uniforms.
- [ ] Save the guide on one page and share it with your team.

Business Profile Pro

Want us to do the marketing for you?

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