

Cobalt Brand Platform Worksheet

Brand Standards

Your brand platform consists of consistent messaging applied with a fully integrated visual identity system. This worksheet enables you to establish the framework of your visual identity and then conduct a brand audit.



Brand standards detail all of the visual components of your brand and any rules or guidelines that ensure your brand appears consistently in any environment. Your brand standards manual should include pages (or sections) on:

- Your logo (or logo suite if you have multiple versions)
- Your logo + tagline lockup
- Brand colors, including spot, process and monitor colors
- Typography and fonts
- Branded icons and/or patterns
- Brand photography
- Contact Information for Brand Managers

Once you have these standards in place, assess your brand as it is expressed across all of your marketing materials.

ONLINE AND DIGITAL

- Website** | Evaluate your website once a quarter or at least two times a year to make sure its interface and storytelling properly reflect your brand and business offerings.
- Social Media** | Daily posts should incorporate and reflect your brand messaging. Don't forget to evaluate your avatar, cover image, and profile copy for consistency and cohesion.
- Email** | This includes your newsletter template, but it also includes important minutiae such as your email signature and even your actual email address.
- Digital Products** | Make sure any products offered through online channels — courses, downloadable worksheets, or eBooks — are consistent with your brand platform.
- Digital Advertising** | Facebook ads, LinkedIn ads and display ads need to work in concert with your other brand elements.

PRINT

- Stationery** | Do your business cards, letterhead, and envelopes reflect your visual branding?
- Collateral** | Brochures, folders, posters, and other printed publications need to feel connected and consistent.
- Packaging** | Packaging, if it's part of your offering, is a critical part of your brand experience. Careful consideration should be given to the design and messaging on the packaging, as well as the immediate space surrounding it.

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Brand Messaging

ENVIRONMENTAL

- Trade Show Elements** | *Do your exhibit materials appeal to all of the senses of attendees? Do they properly use space, dimension and points of interaction to reinforce your overall brand?*
- Signage** | *From logo signage to wayfinding signage to vehicle wraps, make sure everything works together to support your brand platform.*
- Attire** | *Do employees reflect your brand when attending corporate events? This might require having coordinated attire, but it could be as simple as having a dress code appropriate for various events.*

PHOTOGRAPHY AND GRAPHICS

- Photography** | *Photography can have a dramatic impact on how your brand is perceived online and in print. Clear and consistent direction should be given to photographers or artists shooting or creating images for your marketing materials. \This direction should cover:*
 - Brand Photos
 - Leader Photos
 - Staff Photos
 - Product Photos
 - Building Photos
 - Stock Photos
- Graphics** | *Vector-based graphics play an important role in telling your brand story. Like photography, these graphics should adhere to clear standards and guidelines. These should cover:*
 - Icons
 - Charts and Tables
 - Infographics and Data Visualizations
 - Patterns
 - Typographic Art

You should evaluate photography and graphics once a year and, budgets permitting, hire a professional photographer once a year for a branded shoot, including updated headshots.



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