

The Corporate Brand Identity Checklist:



Vision Statement

- ☐ What are your most Important products and services?
- ☐ What products and services will you never offer?
- ☐ What is unique about doing business With your brand?
- ☐ How would your customers describe your brand?
- ☐ Where do you want your company to be In five years?

Mission Statement

- ☐ What are the specific market needs the company exists to address?
- ☐ What does the company do to address these needs?
- ☐ What are the guiding principles that define the company's approach?
- ☐ Why do customers bug from you and not your competition?

Essence

- ☐ When your customers experience your product or service, what emotions does the encounter elicit?
- ☐ If your brand was a person, how would you describe their personality?

Personality

- ☐ Are you lighthearted and fun?
- ☐ Are you serious and all-business?
- ☐ Are you down-to-earth?
- ☐ Are you playful?
- ☐ Other.

Position or Value Proposition

- ☐ To whom are you speaking? (Target market, demographic, and persona)
- ☐ Which market segment does your product or service serve?
- ☐ What Is your brand promise? (Both rational and emotional)
- ☐ Why is your product or service different from the competition, and why should your customers care?

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