

Brand compliance guidelines checklist

Use this checklist when building out your brand compliance guidelines and standards to ensure you're hitting all your bases.



Do your brand guidelines outline important company information?

- Brand history
- Brand missions and values
- Brand vision
- Brand perception
- Target audience
- Value propositions



Do your brand guidelines outline your brand voice and messaging?

- Tone and style guidelines
- Key messaging
- Brand personality
- Messaging consistency amongst different platforms
- Conflicting topics to avoid
- Grammar rules



Do your brand guidelines outline legal and compliance information?

- Trademark rules
- Social media and online policies
- Industry policies
- Licensing requirements



Do your brand guidelines outline logo usage details?

- Logo dimensions
- Clear space requirements
- Minimum logo size
- Logo variations



Do your brand guidelines outline all brand colors and variations?

- Approved brand colors
- CMYK, RGB, and HEX values
- Color combinations
- Color restrictions



Do your brand guidelines outline all brand typography rules?

- Approved fonts and weights
- Font size
- Spacing guidelines
- Typography hierarchy



Do your brand guidelines outline imagery and design information?

- Image style and quality
- Photo usage guidelines
- Iconography styles
- Illustration styles
- Graphic elements
- Design templates
- Website design and layout

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