

THE BRANDING PROJECT CHECKLIST

The checklist brands wish they'd had from day one

These are 7 things our clients tell us they'd do differently.

STRATEGY & STORY

01 *Treat strategy as non-negotiable before design*

The most exciting part of a branding project is the visual work but strong brands are built on what they stand for, not just how they look.

BRIEFING & INSPIRATION

02 *You don't need the perfect words to brief an agency.*

Most founders feel they need to have it all figured out before speaking to an agency, but you don't. The right agency has a process that draws your brand's meaning out of you.

03 *Get inspiration from outside your category.*

The most interesting creative directions often come from references outside your category entirely, a hotel, a magazine, an architect. If something stops you visually, save it.

DESIGN REVIEW

04 *Give yourself enough time before deciding between creative directions.*

The best creative decisions are often made after the meeting, when your thoughts and feelings have settled and you can evaluate the work more objectively. Sit with these q's:

- *Which direction best expresses what we agreed the brand stands for?*
- *Which would my customer connect with most, and reflect who she is, or who she wants to be?*
- *Which is most distinct from what already exists in the market?*
- *Which feels most like 'me'?*

BEAUTIFUL SPARKS

PACKAGING CONSIDERATIONS

05 *Ship-test your cartons before finalizing a full production run.*

Post a small batch of filled cartons to yourself first. Some finishes, particularly matte varnishes on dark paper, are far more vulnerable in transit than they appear on the shelf.

BRAND COMMUNITY

06 *Start building your community before you're ready to launch.*

Bringing a new brand to market always takes longer than expected. Use that time to build your social following and email list, launching to a warm community is priceless.

07 *If you're rebranding, take your community on the journey too.*

Rather than surprising your community with a new look out of the blue, bring them along for the ride by dropping hints and sharing glimpses that make them feel like insiders.

LET'S TALK

If this checklist has raised questions you'd like to talk through, we'd love to hear from you.

Connect with us at effie@beautiful-sparks.com