



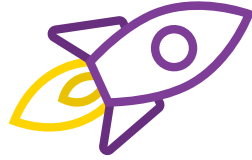
POLKADOT  
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# BRANDING CHECKLIST

Helping startup, businesses and  
charities launch their branding.

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## Checklist of things to do before you launch your new brand to market

## 8 Essentials Before Launch

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Your brand is the experience you deliver customers.  
The entire essence of branding is the connection between company and customer, learning to understand the customer and why they love your product.

It is important you get this right, as it is often more difficult to change a tarnished brand image, than it is to start from scratch. Follow our branding checklist to help kick start your business.

Tick



### Name Your Business

Do several Google searches for your proposed name and see what comes up. Check with companies house to see what you can trademark.



### Target Audience

A brand includes a clear understanding of who your target audience is and what they want and need from you.



### Brand Message

Discover your brand message and ensure you are communicating it clearly to your audience across all platforms.



### Brand Values

Your core brand values are the compass that points to the true North of your business success. Which means, they are important.

Tick

- Create Your Logo**  
Fonts, brand colours, brand positioning, brand graphics. This is the symbol of your business and needs to be memorable.
  
- Stationery**  
Handing out your business card is like sharing a piece of you with the world, make sure your business cards have weight and impact.
  
- Start Social Media**  
You don't have to be on every social channel, but know where your customers spend time and engage with them.
  
- Online Presence**  
You need a responsive website. This will be the place for your visitors to go to learn more information about you, your mission and your services.

**Helping businesses, start-ups and charities  
with their branding, websites and marketing.**

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