Brand Identity Checklist

A comprehensive checklist to ensure all elements of your brand are consistent and aligned with your podcast's message.

Brand Foundation

- **Podcast Name:**
- **Tagline:**
- **Mission Statement:**
- **Vision Statement:**
- **Core Values:**

Visual Identity

- ☐ **Logo:**
    - ☐ Primary logo
    - ☐ Secondary logo
    - ☐ Favicon
- ☐ **Color Palette:**
    - ☐ Primary colors
    - ☐ Secondary colors
    - ☐ Accent colors
- ☐ **Typography:**
    - ☐ Primary font(s)
    - ☐ Secondary font(s)
    - ☐ Font sizes and usage
- ☐ **Imagery:**
    - ☐ Style and guidelines for images
    - ☐ Photography guidelines
    - ☐ Iconography

Audio Identity

- ☐ **Intro Music:**
    - ☐ Style and tone
    - ☐ Length
- ☐ **Outro Music:**
    - ☐ Style and tone
    - ☐ Length

- ☐ **Sound Effects:**
  - ☐ Usage guidelines
- ☐ **Voice and Tone:**
  - ☐ Host's speaking style
  - ☐ Guest interaction style

Content Consistency

- ☐ **Episode Format:**
  - ☐ Standard segments
  - ☐ Consistent structure
- ☐ **Show Notes:**
  - ☐ Format and key elements
- ☐ **Transcripts:**
  - ☐ Availability and format
- ☐ **Episode Titles:**
  - ☐ Naming conventions
  - ☐ Consistent style

Online Presence

- ☐ **Website:**
  - ☐ Consistent branding elements
  - ☐ User-friendly navigation
- ☐ **Social Media Profiles:**
  - ☐ Consistent handle/username
  - ☐ Branded profile pictures and banners
  - ☐ Bio and descriptions
- ☐ **Email Newsletter:**
  - ☐ Branded templates
  - ☐ Consistent tone and messaging

Marketing Materials

- ☐ **Promotional Graphics:**
  - ☐ Episode-specific graphics
  - ☐ Quote cards
- ☐ **Merchandise:**
  - ☐ Branded products
  - ☐ Consistent design

- ☐ **Press Kit:**
  - ☐ Host bios
  - ☐ Podcast overview
  - ☐ Contact information

Brand Guidelines Document

- ☐ **Creation and Distribution:**
  - ☐ Detailed guidelines for all brand elements
  - ☐ Accessible to all team members

Regular Review

- ☐ **Consistency Check:**
  - ☐ Periodic review of all brand elements
  - ☐ Updates and adjustments as needed
- ☐ **Feedback Loop:**
  - ☐ Collect feedback from listeners and team members
  - ☐ Implement improvements based on feedback