

**Will it Fly?® Checklist**

**Module:** Brand Strategy

**Section:** Brand Development

**Section Objective:** To ensure you have a complete understanding of how to develop your brand.

- Does your brand have a distinct personality that helps to position and differentiate your product?
- Have you devised a consistent brand message that integrates both tangible and intangible elements?
- Have you created a branded visual image (logo, packaging, graphics, etc.) that triggers the desired emotional messages?
- Have you imbued your brand with characteristics that will invoke a unique, likeable personality?
- Have you set up your brand strategy so that your brand drives your product's message?
- Have you relied upon your target market and competitive analyses in the development of your brand?
- Does your brand development address consistency issues pertaining to naming, logos, taglines, etc.?
- Does your brand form a single, appealing and unique unit that is easy to remember and not confused with other products?
- Have you designed a logo that will adapt well to various materials, colors, and sizes?

## **GONZBERG**AGENCY

Have you created a formal brand style guide that can be distributed to staff and partners to maintain control of your visual brand style?

See Educational Brief for Brand Development to learn more.

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