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# The Ultimate Brand Strategy Checklist for UK SMEs

Build a brand that works harder for your business, not just a pretty logo.

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# *Build a brand that means business*

"Branding isn't about colours and logos, it's about clarity, consistency, and connection."

Whether you're launching a new business or levelling up an existing one, this checklist will walk you through every core component of a strong, scalable brand.

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Inside, you'll get...

- A clear, no-fluff structure to build your brand strategy
- Questions to define your brand purpose and audience
- Tips to align your visuals, voice, and values
- A printable worksheet you can actually use

***Let's get started.***

# *The Brand Strategy Framework.*

Use this 7-step structure to build (or refine) your brand strategy.

## 1. Brand Purpose

- Why do we exist beyond making money?
- What problem are we solving for our customers?
- What positive impact do we want to have?

## 2. Target Audience

- Who are our ideal customers?
- What do they value, fear, and want?
- What language do they use to describe their problem?

## 3. Brand Positioning

- What makes us different from our competitors?
- What do we want to be known for?
- Why should someone choose us over another company?

## 4. Brand Personality

- If your brand was a person, how would they speak and behave?
- Choose 3–5 traits: (e.g. Bold, Honest, Friendly, Expert)
- Is our tone of voice consistent across all channels?

## 5. Brand Messaging

- What's our core message?
- Can we clearly explain what we do, who it's for, and why it matters?
- Is our story relatable and customer-focused?

## 6. Visual Identity

- Do our colours, fonts, and logo reflect our positioning?
- Are we using visuals consistently across digital and print?
- Are our visuals adaptable for different platforms?

## 7. Brand Experience

- Is the brand experience consistent across website, social media, print, and in-person?
- Do clients know what to expect from us, and do we deliver on it for them?
- Are we delighting customers in small but memorable ways?

# *Printable Checklist*

Use this simple table to review or create your brand strategy.

## 1. Brand Purpose

Notes // To do

Done ☐

## 2. Target Audience

Notes // To do

Done ☐

## 3. Brand Positioning

Notes // To do

Done ☐

## 4. Brand Personality

Notes // To do

Done ☐

## 5. Brand Messaging

Notes // To do

Done ☐

## 6. Visual Identity

Notes // To do

Done ☐

## 7. Brand Experience

Notes // To do

Done ☐

# *Common branding mistakes to avoid.*

1. Confusing a logo with a brand
2. Trying to appeal to everyone
3. Inconsistent messaging or tone
4. Skipping strategy and going straight to visuals
5. Changing your look without a reason

Remember, a strong brand is built on strategy, not just style.

# *What's Next?*

You've got the checklist.
Now let's make it real.

Want expert support to turn this checklist into a full brand strategy?

We help businesses like yours, build brands that actually help them grow.

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## *Contact us today.*


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