

Brand Building

Brand Bible Creation Checklist

Rōnins

Your path to brand excellence

Creating a brand bible can feel like conducting a complex symphony – there are many moving parts that need to harmonise perfectly. This checklist breaks down the process into manageable steps, ensuring you don't miss any crucial elements.

Whether you're building your first brand bible or refreshing an existing one, use this as your roadmap to create a document that will drive consistency, empower your team and build lasting brand value.

You don't need to tackle everything at once. Focus on the foundational elements first, then build out the details as your brand evolves.

This checklist should be customised based on your organisation's specific needs, industry, and scale. Not all elements will be relevant for every brand bible, and additional items may need to be added for your particular context.

1. Foundational Elements

- Brand story and history
- Mission statement
- Vision statement
- Core values
- Brand personality traits
- Target audience profiles
- Brand positioning statement
- Unique value proposition

2. Visual Identity

- Logo specifications
- Primary logo
- Secondary/alternative logos
- Minimum size requirements
- Clear space rules
- Incorrect usage examples
- File formats and versions

Color palette

- Primary colours
- Secondary colours
- Colour codes (RGB, CMYK, HEX, Pantone)
- Colour usage rules and combinations

Typography

- Primary typeface
- Secondary typeface
- Web-safe alternatives
- Font sizes and hierarchy
- Spacing and leading guidelines

Imagery

- Photography style
- Illustration style
- Icon system
- Image selection criteria
- Do's and don'ts

3. Voice and Communication

- Tone of voice guidelines
- Writing style guide
- Grammar and punctuation rules
- Terminology and glossary
- Copywriting examples
- Headlines
- Body copy
- Calls to action
- Social media posts
- Language variations (if applicable)

4. Digital Presence

- Website standards
- UI elements
- Button styles
- Form elements
- Navigation patterns
- Responsive design guidelines

- Social media guidelines
- Profile requirements
- Content types
- Hashtag strategy
- Response protocols

- Email marketing templates
- Layout guidelines
- Header/footer requirements
- Button styles
- Typography rules

5. Application Examples

- Business cards
- Letterhead
- Presentation templates
- Email signatures
- Marketing collateral
- Signage
- Packaging guidelines
- Event materials

6. Brand Asset Management

- File naming conventions
- Asset organisation system
- File format specifications
- Access and usage rights
- Version control process
- Asset library location

7. Implementation Guidelines

- Approval processes
- Quality control measures
- Partner/vendor requirements
- Emergency response protocols
- Legal requirements and trademark usage

8. Measurement and Updates

- Success metrics
- Brand consistency metrics
- Employee adoption rates
- Customer recognition metrics
- Market impact measures
- Review schedule
- Regular audit dates
- Update procedures
- Feedback collection process
- Version history log

9. Training and Support

- Onboarding materials
- Training program outline
- Quick reference guides
- Contact information
- FAQ section
- Troubleshooting guidelines

10. Special Considerations

- Accessibility guidelines
- Cultural considerations
- Regional variations
- Industry-specific requirements
- Future expansion plans
- Crisis communication guidelines

