



The Pet Business Entrepreneur BRANDING CHECKLIST

IS YOUR BRAND BUILDING TRUST?

Your brand is the first experience most clients have with your company. It's the persona of your business—the voice, feeling, design, and strategy that calls your audience to action and compels them to stay. A solid pet business brand helps to establish a visual reminder of

WHO YOU ARE  WHAT YOU STAND FOR  THE PROBLEM(S) YOU SOLVE

So, it is important to remain consistent and cohesive.



IS YOUR BRAND RECOGNIZABLE?

Having a custom and cohesive guide for your brand visuals helps you create a memorable and recognizable image for your company.

Your pet businesses brand needs to be a series of thoughtful and professionally designed elements specifically created to help you be:

Distinct Memorable Cohesive Authentic Iconic



DOES YOUR BRAND SET YOU APART?

With the pet industry consistently growing and not showing any signs of slowing down, it is more important than ever to set yourself apart from your competition.

After all, first impressions matter and you'll never get a second chance to make that first impression (you WILL be judged on how your brand or lack thereof, is initially perceived).



DOES YOUR BRAND HAVE CLARITY AND DIRECTION?

There is no point in having a great pet product or service if your visual communication fails to connect your audience with your messaging. If your visual identity isn't consistent and appealing then your audience may not take you seriously.

Worse yet, your client or customer may choose your competitors instead of you – just because your competitors looked and felt more professional.



DOES YOUR BRAND CONNECT EMOTIONALLY?

Creating a consistent, cohesive brand will help to build brand trust and emotional connections with your target audience. Since most consumers purchase based on emotion, it's important to have this established from the beginning.

