

CHECKLIST

Perfecting Your B2B Brand Identity

A brand identity defines how your company looks, feels, and sounds in the marketplace.

Your brand identity is the first impression, second look, and final input to a prospect's decision to work with you. **Does your B2B company have a competitive and clear brand identity? Use this checklist to assess it.**

Does Your Brand Have...	YES, WE HAVE THIS.	NO, WE NEED THIS.	WE COULD IMPROVE THIS.
Clear visioning Visioning includes a mission (your company's purpose) and vision (your company's direction).			
Core values Core values are short and memorable statements that define your company's fundamental beliefs.			
Distinct personality Personality and tone of voice define the feel of your brand and how it relates to your customers.			
Competitive positioning Positioning is a strong statement about how your brand is different and better than competitors.			
Clear messaging Messaging defines and describes your brand's key value propositions and differentiators in detail.			
Impactful visuals Visuals are a cohesive identity package, featuring logo, color palette, imagery style, and typography.			
Established personas Buyer personas are documented, fictional profiles of the key decision makers in your sales process.			
Documented brand guidelines Brand guidelines describe the do's and don'ts of how to use your brand identity across channels.			



Need Help Creating or Improving Your Identity?

Sagefrog has developed more than 200 brands. Our proven brand identity creation process facilitates competitive research, buy-in from stakeholders, and strategic thinking around the key components, and includes expert copywriting and graphic design to distill all of that input into a polished brand identity.

Types of Brand Identities We Create

- Brand & Company Identities
- Product & Service Identities
- Employer Identities (for recruiting and retaining talent)
- Influencer Identities (for promoting thought leaders)

Our Proven Brand Strategy Process

1

Discovery

We gain a complete understanding of your company's situation through a brand audit, market situation analysis, and competitive assessment.

2

Interviews

We conduct primary research in the form of interviews with your company's key stakeholders, such as management personnel, employees, and partners, as well as current and former customers.

3

Workshop

We coordinate a half-day workshop with key members of your business and the Sagefrog team to brainstorm and put all ideas on the table about the core components of your brand identity.

4

Brand Brief

We create a brand brief to converge on ideas from the first three steps and verify that all ideas were heard and interpreted correctly before moving forward with our formal recommendations.

5

Final Product

We create and present our recommendations to you and your team, calling on our decades of experience, business acumen, and reputation of quality work to impress and delight.

6

Brand Activation

We put your brand identity in action for you, planning the internal and external brand launch and immediately applying assets to your website, marketing materials, and tactics.

Are you ready to leap ahead?

Contact us to perfect your B2B brand identity.

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