

CHECKLIST

Write Your Brand Slogan



Take a pen, write your slogan below and review this slogan with the checklist in the next page.

Let's begin!

What is your brand slogan? Write it in the box below.



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Below is a checklist for you to review with your slogan.

Let's review!

- ☐ Keep it short and simple, making it resonate easily with your audience.
- ☐ Link your slogan to other parts of your brand. For example, it should be consistent with the logo.
- ☐ Know where your brand currently stands and where it intends to go. It should be forward looking and timeless.
- ☐ Consider your target audience, it should be easily understood and tailored to them.
- ☐ Avoid crafting slogans that are borne out of false claims. Be truthful to your brand and to your customers. Do not exaggerate facts.
- ☐ Focus on what makes you different and incorporate your unique selling proposition.

