

Brand Guidelines vs Playbooks Checklist

Brand Guidelines

- Logos
- Logo safe zone
- Logo dos and don'ts
- Visuals examples
- Visual dos and don'ts
- Image selection
- Illustration style
- Colour palatte
- Colour palatte dos and don'ts
- Fonts
- Text hierarchy
- Hashtags
- Taglines
- Brand celebrity
- TOV
- TOV dos and don'ts
- Word board
- Grammar rules
- Phrases
- Word specifics
- Rules of using and/&
- Rules of using emoji
- Date and Time format
- Bullet points format (full stop or not)
- Testimonial name and title format
- Website examples
- Email template examples
- Social examples
- Advert examples
- Social profile and banners examples
- Presentation slides examples
- Social profile and banners examples
- Brand rollout

Playbooks

Organic social media

- Active social media channel profiles
- Social media channel updates, results and performance learnings
- Social media hashtag library
- Post frequency, best time and days to post
- Social visual style updates, results and learnings
- Social visual styles: B2C style, B2B style, testimonial style, competition ads style, in the moment post style, FAQ style, holiday post style
- URL format, bitly or original URL
- Text hierarchy on social visual examples
- Logo position on social posts
- AI image generation prompt learnings

Paid adverts

- Targeting updates, results and learnings
- Creative results and learnings
- Record of advert changes, why, notes and impact on performance
- Record of advert locations, where they show and performance
- UTM code performance, results and learnings

Website and landing pages

- Landing page versions
- Hotjar performance screenshots
- Updates on user journey and impact on performance
- Headline and CTA updates
- Record of landing page changes, why, notes and impact on performance



We bridge the gap between brand and performance.

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Brand Archetype

