

A GUIDE FOR SUCCESSFUL DIGITAL BRANDING

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# *The Missing Checklist*

mStoner

# *Are you ready to bring your brand to life on the web?*

Prepare your brand for high-quality, resonant brand experiences.

✓ Visual Identity

✓ Brand Storytelling

✓ Marketing Strategy

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### ■ **Typographic Utility**

Chose a readable, screen-optimize typefaces for your brand. Consider paid vs. open source options like google fonts.

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### ■ **Photography & Illustration**

Build a photo library that represents your campus environment, student life, and academic programs. Include lots of portraiture. Be mindful of inclusive representation.

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### ■ **User Interface Patterns**

Sticking to familiar user interface patterns will make your site more usable for more people. Focus your creativity on content, not the UI.

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### ■ **Color Accessibility**

Limit your colors to a core palette of primary and secondary hues. Check contrast combinations at [webaim.org](https://webaim.org). Consider background alternatives to white, grey, and black.

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### ■ **Motion & Choreography**

Communicate the personality of your brand with movement. How elements load on a webpage or respond to user actions can alter or enhance the perception of your brand.

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### ■ **Scalable Logos & Brand Marks**

If your logo is more than a few years old, chances are it's not optimized for digital applications. Develop a small sized version for mobile headers and digital advertising. Scalable vector files are a must.

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### Know Your Story

A brand story is made up of all that you are and all that you do. From the intuition's history, mission, inspiration, goals, audience, and reason for being, it's why you exist.

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### Tell Your Story

Use a narrative to connect your brand to audiences, with a focus on linking what you stand for to the values you share with your customers. A story includes characters, setting, conflict, rising action, climax, and resolution.

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### Deliver the Visuals

Great storytelling is determined by form, not format. The right medium is the one that best supports your brand narrative: could you tell your story through video, audio, photography, or design?

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### Know Your Audiences

The audience is the hero of your brand story. Lead with audience needs and let the brand trail behind. Your content should first serve your audience with value.

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### What's the Moral of Your Story?

Your story should always have an actionable takeaway. Remember that the story's goal isn't always to compel someone to buy—at least not yet. But what other actions do you want the reader to take?

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### Connect Emotionally

Audiences want more than transactions – they want relationships. To successfully engage them emotionally, you must first understand their key emotional motivators. Identify those which are most important for *your* audience.

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### ■ Build Trust

Don't just sell, provide value. Give people a reason to trust you with your ideas and advice, and they are more likely to trust you. Put out relevant content to create brand visibility.

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### ■ Track Engagement

Engagement boils down to how much audience interacts with you and how often. High engagement rates will indicate audience health, interesting content types, and awareness of your brand.

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### ■ Set Goals

Setting focused, realistic, and quantifiable goals upfront establishes a true north for your marketing efforts. This demonstrates the strategic importance of what the team is working on and empowers you to show leadership why your marketing plan is the best approach.

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### ■ Consistency is Key

Bring a specific feeling to your audiences through messaging that remains the same across all your channels and assets, while also keeping up a reliable stream of content.

### ■ Personalize

Segment your audiences and target them with better-personalized marketing. The more detailed feedback and nuanced segments, the better.

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### ■ Be Authentic

Shift from advertising to inbound, brand-centric to audience-centric. Audiences are more aware, have access to more information, and are becoming more sophisticated in the experience they want from the brands they choose to interact with.

THANK YOU

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