



# **Checklist** for a Consistent Brand as a Coach

Brand consistency is key to building recognition and trust with your audience. Use this checklist to ensure your branding is consistent across all platforms and materials.

### **Brand Assets**

Logo  
Colors  
Typography (Fonts)  
Patterns / Textures / Icons  
Custom Photography  
Stock Photography  
Email Signature

### **Brand Materials**

Business Card  
Thank You Card

### **Social Media**

- **Facebook**

Business Name  
Username  
Profile Picture  
"About" Section  
Cover Photo  
Graphics for Posts  
Graphics for Stories

- **Instagram**

Business Name  
Username  
Profile Picture  
Bio  
Graphics for Posts  
Graphics for Stories

- **LinkedIn**

Name

Username

Profile Picture

Bio

Cover Photo

Graphic Templates

- **YouTube**

Business Name

Username

Profile Picture

Bio

Cover Art

- **Google Account**

Business Name

Profile Picture

Website

- **Basic Elements**

Domain

Favicon

Website Template

Website Images

- **Marketing and Lead Generation**

Email Templates

Free Lead Magnet

Subscription Forms

Landing Pages

Newsletter Design

**Visual Resources**

Featured Blog Images

Presentation Templates

Video/Webinar Thumbnails

Make sure to periodically review your brand and adjust as needed to maintain consistency and strengthen your online presence.


The logo for Overflow Branding features the word "overflow" in a white, lowercase, sans-serif font. The letter "o" is stylized with three small white dots to its left, arranged in a slight arc. The background is a dark blue gradient with a vibrant, multi-colored light streak (pink, blue, yellow) curving across the bottom.

# overflow

Empowering Your Essence

---

[www.overflowbranding.com](http://www.overflowbranding.com)

 [@overflow.branding](https://www.instagram.com/overflow.branding)