

SEASONAL BRAND CHECKLIST

Stay Fresh, Stay You

Pivot without losing who you are as a brand—so you can reach people in every season.

Step 1: Discovery

- The "season":** What's changing and why? Do you need something new for the duration of a season? Are you highlighting an event or a campaign?
- Trends:** What trends do you want to lean into and why?
- Summary:** Write 1–2 paragraphs explaining what's changing and why. Share this with your entire team.

Step 2: Messaging

- Tone word:** A tone word describes how you want your brand's messaging to sound.
- Audience persona:** A persona is a fictional vignette of who you want to reach. What are your audience's challenges? How can you help these people?
- Tagline:** Your tagline should promise a meaningful solution for your audience.
- Contextualized messaging:** If you'll need content like social posts or a landing page, this is the time to draft that copy.

Step 3: Visuals

- Pulse word:** A pulse word describes how you want the visuals to make people feel.
- Mood board:** Gather examples of trends you want to lean into that match the look and feel you want for your seasonal brand.
- Style overview:** Create a single reference document that includes the following:
 - Colors
 - Typography
 - Graphic elements
 - Mockups

Step 4: Application

- Team meeting:** Talk through the following:
 - What's changing and why
 - Messaging and visuals
 - Who needs to do what and when

Get ArtSpeak's Support in Every Season

ArtSpeak Creative Community

Collaborate with others on all things church creativity and communications. Get all access to the creative templates library, free resources, weekly meetups, and more.



Free 30-Minute Strategy Session

Reach more people and change more lives. Book a call with an ArtSpeak Strategist to discuss your current opportunities and how we can help you fulfill your mission.

