Restaurant Branding Checklist

A complete brand identity sits at the intersection of five core elements.
Use this checklist to audit your current brand or build a new one from scratch.

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01   Visual Identity

- [ ] Logo designed and tested at multiple sizes (napkin to billboard)
- [ ] Color palette defined with primary, secondary, and accent colors
- [ ] Typography selected — reflects concept (rustic vs. refined, playful vs. serious)
- [ ] Visual language documented in a brand guide
- [ ] Photography style defined (light, dark, editorial, lifestyle)
- [ ] All assets exported for print, digital, and signage

02   Voice + Messaging

- [ ] Brand voice defined (approachable, authoritative, playful, sophisticated)
- [ ] Tone documented with do/don't examples
- [ ] Core messaging (tagline, elevator pitch, origin story) written
- [ ] Website copy reflects brand voice consistently
- [ ] Social media voice matches in-person experience
- [ ] Staff trained to communicate brand consistently

03   Physical Environment

- [ ] Interior materials reinforce brand story
- [ ] Lighting designed for concept and time of day
- [ ] Layout supports operational efficiency
- [ ] Signage and wayfinding match brand language
- [ ] Music and ambient design considered
- [ ] Restrooms and non-public areas reflect brand standards

04 Menu + Culinary Direction

- [ ] Menu items align with brand positioning
- [ ] Menu design (layout, typography, language) matches brand
- [ ] Sourcing strategy supports brand promise
- [ ] Presentation and plating reflect brand aesthetic
- [ ] Pricing consistent with brand positioning
- [ ] Seasonal strategy and menu evolution planned

05 Guest + Staff Experience

- [ ] Service style defined and documented
- [ ] Staff trained to embody brand values
- [ ] Greeting and farewell scripts reflect brand personality
- [ ] Guest journey mapped from discovery to post-visit
- [ ] Feedback systems in place to measure brand perception
- [ ] Online reviews and responses reflect brand voice