



# **5 THINGS EVERY BOLD BRAND NEEDS ONLINE**

By Plae Creative Studio





# INTRODUCTION



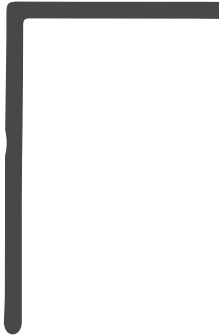

This checklist is designed for purpose-driven creators, startups, and growing businesses looking to stand out and scale smart in today's digital world.

At Plae Creative Studio, we believe structure and soul go hand-in-hand.

Use this guide to audit your brand and begin building boldly.



# CHECKLIST



# 1.

## **A Clear Mission & Voice**

Your "why" should echo through every piece of content.

It drives your positioning, messaging, and team clarity.



# 2.

## Visual Identity

Logo, colors, and fonts — make your brand recognizable at a glance.

A style guide helps maintain consistency across platforms.



# 3.

## Functional Website

Your website should **explain, convert, and connect.**

Think clear sections, mobile responsiveness, and a strong CTA.



# 4

## Social Media Presence

Don't just post -**build community**.

Show up where your audience is, share value, and engage intentionally.



# 5.

## Lead Capture System

Don't just drive traffic -**collect emails**.

A simple freebie or opt-in form can start a powerful relationship.






# Need Help?

We design brand systems that build trust, boost visibility, and generate revenue.

Want to create a bold, premium presence that stands out?

 [studioplae@gmail.com](mailto:studioplae@gmail.com)

 +234 915 573 1215

 [thevafromisoko.github.io/plaecreativestudio](https://thevafromisoko.github.io/plaecreativestudio)



# Plaе Creative Studio

Bold Africa, Global Reach

