



Brand Identity Checklist

Do you allow your logo to have impact?

What to look for: Similar display of logo across all locations: print and web.

Why you need it: Brand identity is a system of interconnected elements, but that all begins with your logo. It is the most recognizable visual component of your brand/business. Give it the consideration it deserves. If you don't give it visual "respect", it won't impact the consumer in a positive way, but it still may leave a lasting impression.

Is your copy clear?

What to look for: No more than two-to-three fonts. Simple, clean, and legible.

Why you need it: In basic practice a font that evokes the same feeling as your business purpose and values will subconsciously reinforce those in the reader whenever they are interacting with your messaging. A second or third font can be used for supporting elements, like a font to use for quotes if they are an aspect of a web page or ad campaign. This font should be noticeably distinct from the font it is paired with.

Are you using color effectively?

What to look for: Fewer than six colors in visual library. One-two only in your logo.

Why you need it: Color sends instant signals to our brains that evoke certain emotions. This is important to remember when considering brand identity, but the colors you use are also a great tool to help you stand out from the crowd and distinguish yourself from direct competitors. Think Coca-cola, Yellow Cab, Google, Starbucks, Facebook

Do you follow a guide or template for visual design?

What to look for: A set of guidelines to follow each time you are planning a design. It should consider the placement of images with text and other elements. You should also be aware of the order information is prioritized on the page.

Why you need it: Consistency will make it easy for a consumer to recognize your materials. This will reduce the barrier for them to make the purchase action. A guide or template will save you time, and ultimately money.

Have you planned and coordinated designs for other physical materials?

What to look for: A general plan for possible designs you will need: Business cards, stationary, invoices, notices, t-shirts, other swag, vehicle wraps? Consider what you might need in the future

Why you need it: A seamless experience for your customer will allow them to appreciate the value of your service. Attention to detail will give the consumer a feeling of appreciation, and will retain their focus on the positive aspects of their interaction with your business.