



# Brand Identity Checklist

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## **Do you allow your logo to have an 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 positively impact the consumer, 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. Additional fonts used for supporting elements, like a font used for quotes as an aspect of a web page or an ad campaign, should be distinct from your main font.

## **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, stationery, 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 retain their focus on the positive aspects of their interaction with your business.