

BRAND IDENTITY CHECKLIST

Brand Visual Identity

- Logo
- Lockups (i.e. layout variations)
- Color Palette
- Type Examples
- Graphic Elements
- Texture and/or Patterns
- Iconography
- Image and/or Photographic Styling

Your Branding Message

- Naming
- Tone / Voice
- Taglines

Design Brand Applications

- Business Cards
- Letterhead
- Website
- Social Media
- Packaging
- Email
- Other Collateral

Document Brand Style Guide

At a minimum, the document should include:

- Logo
- Alternative logo lock-ups (i.e. variations of the logo for multiple applications of use)
- Clearspace, positioning, sizing
- Rules for use and “Do-Nots”
- Base Typography
- Core Color Palette

A more thorough document may include:

- Extended color palette
- Headlines and body copy examples
- Graphic brand elements (textures, patterns) and iconography created for brand
- Established brand vision and personality
- Examples of tone and voice
- Photographic styling
- Printing recommendations
- Logo usage examples
- Appendix with file names

As you evaluate your brand elements, you want to ask yourself if each item is:

- Authentic to your brand's values
- Helping you reach your goals
- Portraying the right mood & evoking the right emotion from customers
- Consistent with your visual identity

Once you've evaluated your brand elements, make a plan to implement necessary changes. Do you just need to refresh your brand? Or does your brand need a complete overhaul?

Let us know how we can help you take your branding to the next level.

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