



Brand identity checklist

Use this checklist to ensure you've designed a complete and cohesive identity.

Logo

Reflects your brand messaging

Works for web as well as print placements

Renders well in all sizes

Has multiple variations (*Primary, secondary, submarks, icons and elements*)

Colours

Primary colours

Secondary colours

Colours reflect brand messaging

Fonts

Primary typeface

Secondary typeface

Tertiary typeface

Test for legibility in print and on screen

Font choices reflect brand messaging

Tone

Consistent verbal and visual tone

Images visually enhance brand messaging

Verbal tone aligns with brand messaging



Are you looking for more branding related information?

Access a library of useful masterclasses and business resources in Community.

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