

VISUAL IDENTITY CHECKLIST

A quick guide to what every strong brand should have.



Check Off All That Apply



Logo Essentials

- Primary Logo
- Alternate Logo
- Simple Logo Mark
- Vector Logo Files
- Black and White Versions
- Licensed Logo Fonts
- Co-Branding Parameters



Color System

- Brand Color Palette
- Primary and Secondary Colors
- CMYK, RGB, HEX, PMS Codes



Typography

- Header Fonts
- Body Fonts
- Alternate Header Font
- Clear Font Usage Rules



Imagery & Style

- Consistent Photo or Illustration Style
- Cohesive Imagery Across Platforms



Layout & Structure

- Consistent Spacing and Alignment
- Clean, Professional Layouts



Platform Consistency

- Website Matches Print
- Social Graphics Match Brand
- Email Signature Matches Brand
- Signage Matches Digital Look



Technical Needs

- Organized brand folder
- Print and digital file formats
- Favicon or icon
- Accessibility contrast check
- Backup copies of all assets

Summary

A strong visual identity is built from many moving parts working together. When your logo variations, colors, fonts, imagery, and structure align, your brand becomes more recognizable, more trusted, and more memorable. When combined with a clear brand voice and intentional customer experience, your visual identity becomes a foundation for real growth.

Ready for the Fun Part?

If you checked most boxes, your visual identity is in great shape. If you noticed a few gaps, that is completely normal. Strong brands are built piece by piece, and every improvement helps your audience understand who you are.

If you want help creating or refreshing any part of your visual identity, you do not have to navigate it alone. Schedule a complimentary discovery meeting and we will walk through it together.

You have an Imaginary Friend for that.