**BRAND VISUAL IDENTITY CHECKLIST**

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|   | BRAND VISUAL IDENTITY CHECKLIST |   |
|   | GENERAL |   | COLORS |   |
|   |   | Does your visual identity reflect your brand personality? |   |   | Does your color palette take marketing psychology into consideration? |   |
|   |   |   |   |   |   |   |
|   |   | Are your brand visuals geared toward your target audience? |   |   | Do you have a strategy for how to use colors on your website? |   |
|   |   |   |   |   |   |   |
|   |   | Do your images communicate a cohesive story? |   |   | Is your color scheme consistent across all marketing materials and channels? |   |
|   |   |   |   |   |   |   |
|   | LOGO |   | TYPOGRAPHY |   |
|   |   | Is your logo unique and easily recognizable? |   |   | Do your typographical choices work with your logo and reflect the feel of your brand? |   |
|   |   |   |   |   |   |   |
|   |   | Does your logo work well at small sizes? |   |   | Have you limited your choices to 2-3 fonts? |   |
|   |   |   |   |   |   |   |
|   |   | Is the logo effective for online and print use? |   |   | Are your font choices legible both in print and on screens? |   |
|   |   |   |   |   |   |   |
|   | ICONOGRAPHY |   | ORGANIZATION |   |
|   |   | Are your icons clear, even at small sizes? |   |   | Do you have a hierarchy for how to use visual elements on your website? |   |
|   |   |   |   |   |   |   |
|   |   | Are icons relevant and used sparingly? |   |   | Does your visual content guide viewers intuitively? |   |
|   |   |   |   |   |   |   |
|   | ILLUSTRATION |   | OTHER |   |
|   |   | Are illustrations simple? |   |   |   |   |
|   |   |   |   |   |   |   |
|   |   | Do they stick to a consistent style? |   |   |   |   |
|   |   |   |   |   |   |   |

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