BrandCrea-Re

Visual Branding Clarity Checklist

○ **Logo Design**
- Consistency: Use your logo uniformly across all platforms.
- Scalability: Ensure it looks good at any size.
- Simplicity: Keep it simple and memorable.
- Color Variations: Have full color and black-and-white versions.

○ **Colour Scheme**
- Define Colours: Select primary and secondary brand colours.
- Consistent Use: Apply colours uniformly in all materials.
- Emotional Impact: Choose colours that evoke desired emotions.
- Accessibility: Ensure readability with good colour contrast.

○ **Typography**
- Font Choices: Choose primary and secondary fonts that reflect your brand personality.
- Readability: Ensure fonts are legible across all media.
- Consistency: Use the same fonts consistently.
- Hierarchy: Establish a clear hierarchy with font sizes/styles.

○ **Imagery**
- High-Quality: Use high-resolution, brand-aligned images.
- Consistent Style: Maintain a uniform image style and tone.
- Relevance: Choose relevant images for your brand and audience.
- Originality: Use original or unique stock images.

○ **Graphic Elements**
- Icons and Illustrations: Use consistent, brand-matching graphics.
- Design Language: Ensure all graphic elements follow a unified design style.

○ **Layout and Composition**
- Alignment: Keep elements aligned for professionalism.
- Whitespace: Use whitespace effectively to avoid clutter.
- Balance: Ensure visual balance to guide the viewer's eye.

○ **Brand Message**
- Clarity: Make your message clear and concise.
- Tone: Use a voice that resonates with your audience.
- Consistency: Keep tone and message uniform across all communications.

○ **Social Media Branding**
- Profile and Cover Photos: Use branded images.
- Post Design: Maintain visual consistency in posts.
- Templates: Create templates for regular posts.

○ **Printed Materials**
- Business Cards and Brochures: Ensure professional design.
- Packaging: Align product packaging with brand identity.

For more tips and personalised advice, follow me on @jusbrandco and visit my website at THEBRANDCOCREARE.COM