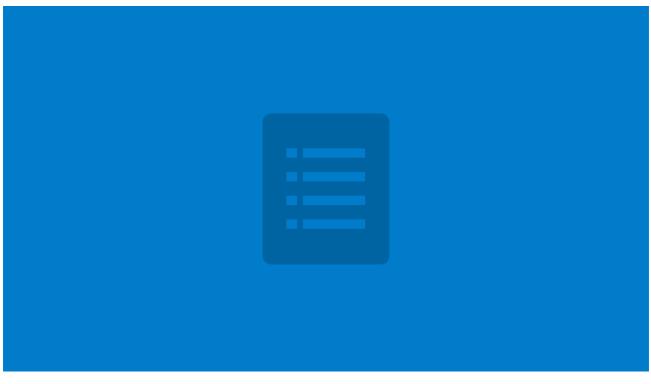
The Visual Identity Checklist

Find out what you need to include in your visual identity, plus get our best tips (and a handy checklist) to bring yours to life.



Logo: Use it to communicate your brand personality.
Should be flexible (logomark, logotype, combination mark).
Should render well at small sizes.
Colors: Keep it simple and appropriate.
1 main color, 2 primary colors, 3-5 complementary colors, 2 accent colors.
Fonts & Typography: Create as an extension of your logo.
Choose 2-3, including a primary brand typeface, then secondary typefaces.
Consider size.
Test for legibility with the 'Ill rule' (capital 1, lowercase 1, number 1).
Hierarchy: Design an intuitive flow.
Guide viewer through content easily.
Include headers, subheaders, body copy, images. blurbs, etc.
Photography: High-quality. high-resolution imagery.
Include photo treatments. dimensions, etc.
Remember inclusive representation.
Illustration: use to enhance, not to overwhelm.
Choose a single style.

Keep it simple and consistent.	
Conography: use to simplify communication.	
Design simples images that render clearly at small sizes.	
Make sure image is relevant to subject.	
Data Visualization: Design for comprehension.	
Follow best practices.	
Avoid chart junk and 3D charts.	
Order intuitively.	
Video & Motion Graphics: Specify styles for different mediums.	
Web Design & Interactivity: Good UX creates a good brand experience.	
Consider accessibility.	
Design for mobile.	Make and Share Free Checklists checkli.com