

# 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.
- ☐ Iconography: use to simplify communication.
  - ☐ Design simple 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.

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