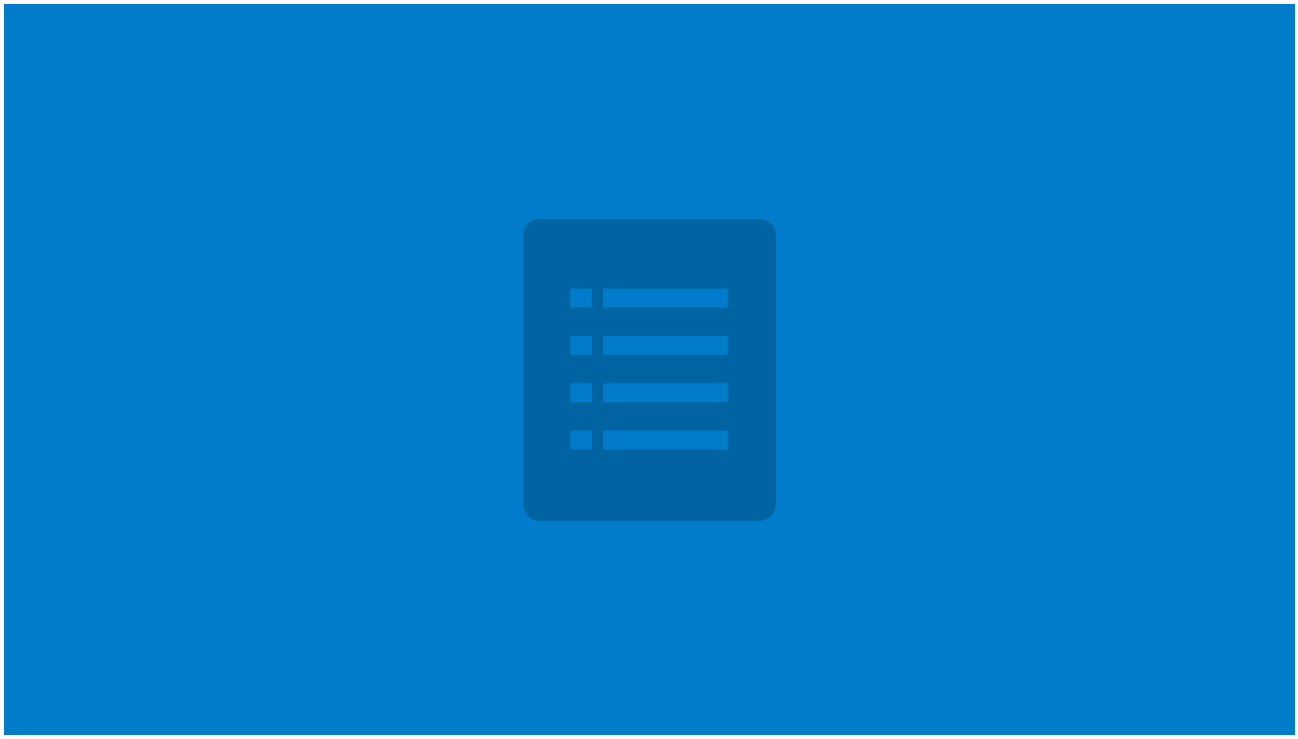
The Visual Identity Checklist

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 'lll 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 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.

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