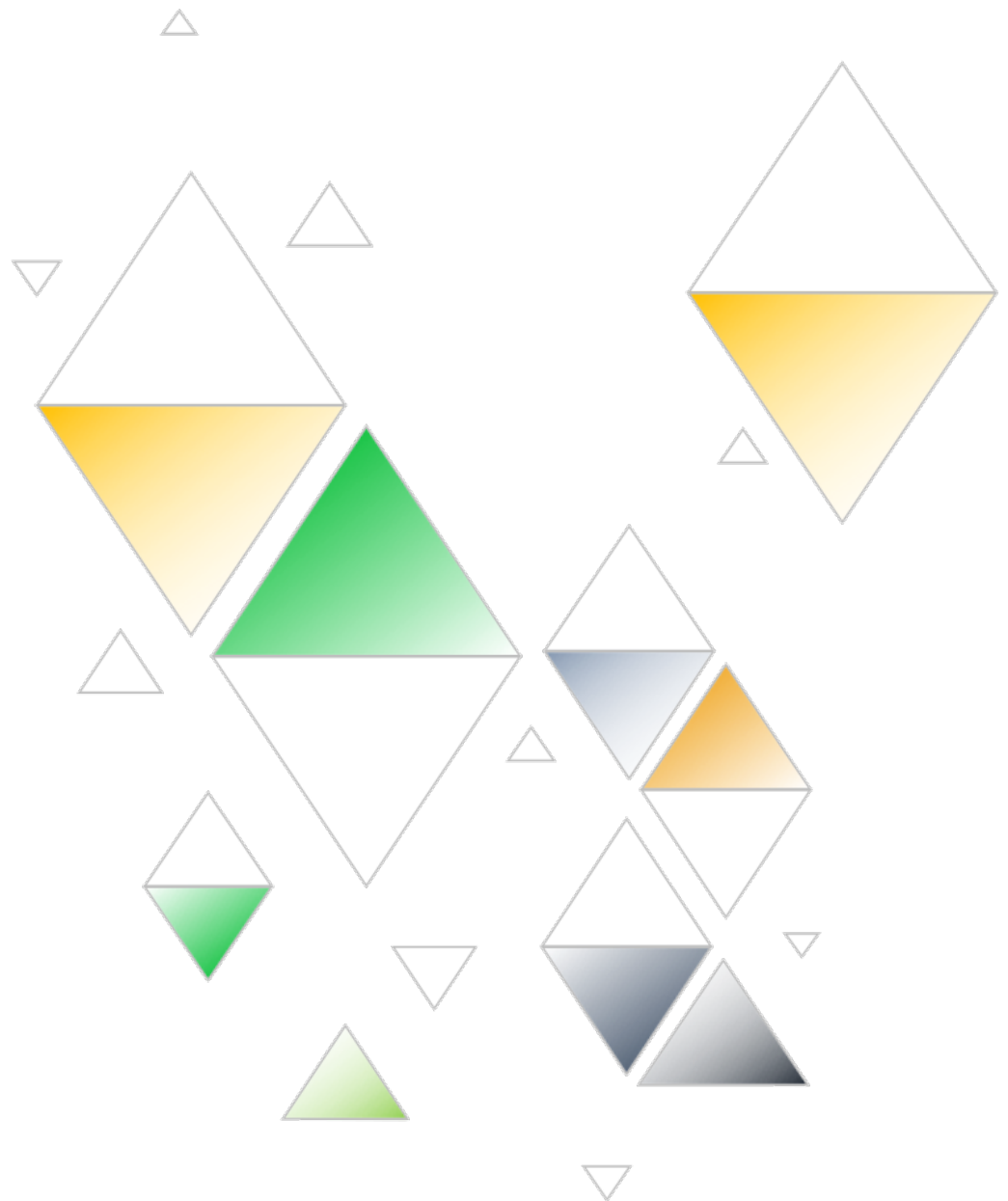


BRAND VISUAL IDENTITY CHECKLIST

Try Smartsheet for FREE



BRAND VISUAL IDENTITY CHECKLIST

GENERAL

- Does your visual identity reflect your brand personality?
- Are your brand visuals geared toward your target audience?
- Do your images communicate a cohesive story?

LOGO

- Is your logo unique and easily recognizable?
- Does your logo work well at small sizes?
- Is the logo effective for online and print use?

ICONOGRAPHY

- Are your icons clear, even at small sizes?
- Are icons relevant and used sparingly?

ILLUSTRATION

- Are illustrations simple?
- Do they stick to a consistent style?

COLORS

- Does your color palette take marketing psychology into consideration?
- Do you have a strategy for how to use colors on your website?
- Is your color scheme consistent across all marketing materials and channels?

TYPOGRAPHY

- Do your typographical choices work with your logo and reflect the feel of your brand?
- Have you limited your choices to 2-3 fonts?
- Are your font choices legible both in print and on screens?

ORGANIZATION

- Do you have a hierarchy for how to use visual elements on your website?
- Does your visual content guide viewers intuitively?

OTHER

-
-
-

DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.