**[](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Visual+Identity+Checklist+word+11225&lpa=Brand+Visual+Identity+Checklist+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)BRAND VISUAL IDENTITY CHECKLIST**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | BRAND VISUAL IDENTITY CHECKLIST | | | | |  | | |
|  | GENERAL | |  | COLORS | | | |  |
|  |  | Does your visual identity reflect your brand personality? |  |  | Does your color palette take marketing psychology into consideration? | | |  |
|  |  |  |  |  |  | | |  |
|  |  | Are your brand visuals geared toward your target audience? |  |  | Do you have a strategy for how to use colors on your website? | | |  |
|  |  |  |  |  |  | | |  |
|  |  | Do your images communicate a cohesive story? |  |  | Is your color scheme consistent across all marketing materials and channels? | | |  |
|  |  |  |  |  |  | | |  |
|  | LOGO | |  | TYPOGRAPHY | | | |  |
|  |  | Is your logo unique and easily recognizable? |  |  | Do your typographical choices work with your logo and reflect the feel of your brand? | | |  |
|  |  |  |  |  |  | | |  |
|  |  | Does your logo work well at small sizes? |  |  | Have you limited your choices to 2-3 fonts? | | |  |
|  |  |  |  |  |  | | |  |
|  |  | Is the logo effective for online and print use? |  |  | Are your font choices legible both in print and on screens? | | |  |
|  |  |  |  |  |  | | |  |
|  | ICONOGRAPHY | |  | ORGANIZATION | | | |  |
|  |  | Are your icons clear, even at small sizes? |  |  | Do you have a hierarchy for how to use visual elements on your website? | | |  |
|  |  |  |  |  |  | | |  |
|  |  | Are icons relevant and used sparingly? |  |  | Does your visual content guide viewers intuitively? | | |  |
|  |  |  |  |  |  | | |  |
|  | ILLUSTRATION | |  | OTHER | | | |  |
|  |  | Are illustrations simple? |  |  |  | | |  |
|  |  |  |  |  |  | | |  |
|  |  | Do they stick to a consistent style? |  |  |  | | |  |
|  |  |  |  |  |  | |  | |

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