LaMphills

- [ ] Logo
  - [ ] Clear, recognizable, and scalable.
  - [ ] Adheres to brand guidelines regarding size, color, and placement.
- [ ] Typography
  - [ ] Consistent primary and secondary fonts across all materials.
  - [ ] Adequate font sizes for readability.
- [ ] Color Palette
  - [ ] Accurate representation of brand colors.
  - [ ] Consistency in color usage across platforms.
- [ ] Imagery
  - [ ] Alignment with the brand's visual style and tone.
  - [ ] High-quality and relevant photos.
- [ ] Voice and Tone
  - [ ] A consistent tone of voice across all communication channels.
  - [ ] Guidelines for writing style, language, and messaging.
- [ ] Digital Presence
  - [ ] Website design consistent with other brand assets.
  - [ ] Social media profiles are branded with the correct logos, colors, and imagery.

These six points cover the essential elements of brand assets that significantly impact brand recognition, consistency, and perception. Focusing on these areas will help ensure that your brand maintains a strong and cohesive identity across various touchpoints