Lamphills

Personal Brand Visual Identity Checklist

1. Color Palette Selection:

- **Primary Colors**:
  - Have you chosen a primary colour representing your brand's core identity and values?
  - Is your primary colour versatile for various applications (digital, print, merchandise)?
- **Secondary Colors**:
  - Have you selected secondary colours that complement and enhance your primary colour?
  - Do your secondary colours provide enough contrast for design elements like text, buttons, and backgrounds?
- **Colour Guide**:
  - Have you documented your colour palette with each colour's HEX, RGB, and CMYK values?
  - Do you have examples of how to use each colour in your brand materials (backgrounds, text, accents)?

2. Typography:

- **Font Selection**:
  - Have you chosen a primary font that reflects your brand's personality (e.g., modern, classic, playful, professional)?
  - Have you selected complementary fonts for different text elements (headings, subheadings, body text)?
- **Legibility**:
  - Are your chosen fonts legible across all devices and screen sizes?
  - Have you tested your fonts for readability in various contexts (print, digital, presentations)?
- **Typography Guide**:
  - Have you created a typography guide that outlines font sizes, weights, and spacing for each text element?
  - Do you have examples of how to apply your typography in different contexts (web pages, social media posts, marketing materials)?

3. Design Elements:

- **Logo Design Tips**:

- ○ Is your logo simple, memorable, and easily recognizable?
- ○ Does your logo work well in various sizes and formats (favicon, social media profile picture, letterhead)?
- ○ Have you created variations of your logo for different uses (icon, full logo, text-only)?
- ○ Do you have a black-and-white version of your logo for use in monochrome contexts?
- ○ Have you documented clear guidelines on using your logo to prevent distortion or misuse?
- ● **Visual Consistency**:
  - ○ Are your visual elements (icons, illustrations, patterns) consistent in style and theme?
  - ○ Have you ensured all graphics are high-quality and optimized for different screen sizes and resolutions?
  - ○ Are your visual elements used consistently across all platforms (website, social media, print materials)?
  - ○ Do you have a style guide that includes examples of correct and incorrect uses of your visual elements?

4. Consistency Across Platforms:

- ● **Website**:
  - ○ Are your chosen colours, fonts, and design elements consistently applied throughout your website?
  - ○ Have you optimized your website design for mobile and desktop views?
- ● **Social Media**:
  - ○ Are your profile pictures, cover photos, and posts consistent with your brand's visual identity?
  - ○ Do you use consistent templates and colour schemes for social media graphics?
- ● **Marketing Materials**:
  - ○ Are your brochures, business cards, and other print materials aligned with your visual brand guidelines?
  - ○ Have you maintained your brand's visual identity in all advertising and promotional materials?
- ● **Presentations and Documents**:
  - ○ Are your PowerPoint presentations and documents (reports, proposals) designed with your brand's visual elements?
  - ○ Do you use branded templates for consistency in all professional communications?