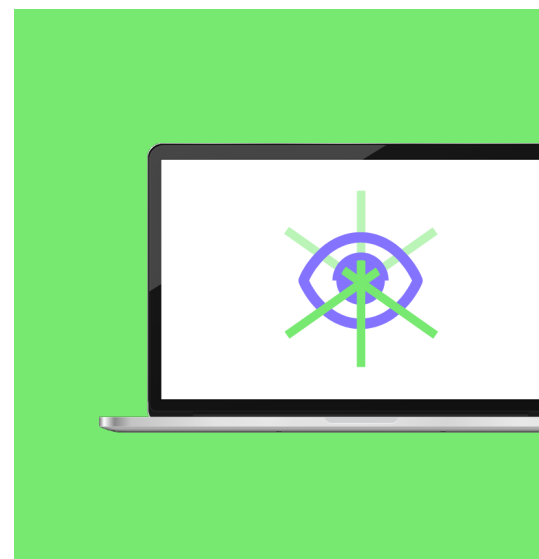# Visual Identity Checklist

Develop an all-encompassing and impactful visual identity that conveys your brand identity.

For more detail on designing your brand, see our [How to Craft a Brand Identity](#) blog article.

◲ Logo

Design a logo that reflect your brand personality

- Ensure logo design works for web and print.
- Test that it renders well at small sizes.

◲ Colors

Curate a simple but flexible palette.

- Choose 1 main color, 2 primary colors, 3-5 complementary colors, and 2 accent colors.

◲ Typography

Select type that works as an extension of your logo.

- Identify a primary, secondary, and tertiary typeface
- Consider mixing serif and sans serif.
- Test for legibility in print and on screen.

◲ Hierarchy

Create a logical, intuitive system.

- Focus on guiding the viewer through the content easily.
- Include specifications for headers, subheaders, body copy, images, blurbs, etc.

◲ Photography

Use consistent, cohesive visual styles.

- Ensure imagery is high quality and high resolution.
- Be mindful of inclusive representation.

◲ Illustration

Use illustrations to visually enhance, not overwhelm.

- Choose a single style.
- Keep it simple.

◲ Iconography

Focus on simplicity and clarity.

- Double check that icons render clearly at small sizes.
- Make sure the image is relevant to the subject.

◲ Data Visualization

Design for comprehension.

- Avoid clashing patterns (use color instead).
- Don't over-illustrate or use 3D charts.
- Order data intuitively (alphabetically, ascending, or descending).

◲ Video & Motion Graphics

Keep branding consistent.

- Choose an animation style.
- Provide guidelines for kinetic text.

◲ Web Design & Interactivity

Focus on creating the best user experience.

- Consider accessibility.
- Design for mobile.

Kelp

Still need help to figure it all out?
Reach out. We'd love to help you bring your brand to life.