

Brand Identity Checklist

Your step-by-step guide to the core elements every business should have.

LOGO

- ☐ Simple, memorable, and easy to scale
- ☐ Works in black & white and color
- ☐ Consistent across all media (digital, print, social)

COLOR PALETTE

- ☐ Primary & secondary color selections
- ☐ Hex, RGB, CMYK codes defined
- ☐ Rules for background, text, highlights

TYPOGRAPHY

- ☐ Heading font, body font, and accent font set
- ☐ Consistent usage across media
- ☐ Readable on desktop & mobile

BRAND VOICE

- ☐ Defined tone (e.g., friendly, expert, bold)
- ☐ Sample language phrases or do/don't list
- ☐ Aligns with target audience

VISUAL STYLE

- ☐ Image direction (real photo vs. illustration)
- ☐ Consistent lighting, filters, and layout
- ☐ Custom icons or supporting graphics (if any)

BRAND APPLICATIONS

- ☐ Website, social media profiles
- ☐ Business cards, packaging, email signature
- ☐ Presentation or proposal template

Need help putting it all together?

👉 Get in touch with 99HomeStudio: <https://99homestudio.com/contact/>