



## VISUAL BRAND IDENTITY CHECKLIST

Create trust with a strong brand identity



What you need to know  
to create or revamp your brand and help your business grow.  
**PLUS** a strong brand saves money on your sales + marketing efforts.



Whether you're building a new brand or simply revamping your current one, your brand's visual identity is one, if not the most important element of your business. Why? Because brands with a consistent and strong visual identity resonate with their clients more deeply, on an emotional level, it creates a bond of shared and aligned values. A strong brand builds trust which creates more sales since clients identify with you, your mission and values and thus your product or services; which brings you to the added benefit of having to spend significantly less money in the long run on advertising and marketing materials.

Brands with more scattered visual identities, have to spend more time and money to get their brand in front of customers as it changes so frequently, the lack of consistency prevents clients from recognizing your brand, therefore what you stand for and offer. They also can't identify right away, which translates in fewer sales since there is lack of trust being established.

So how can you create a visual brand identity that will help your business in the long run? Simply follow these 5 steps and you'll be on your way to build a visual brand identity that will last.

## What Does YOUR Visual Brand Identity Need? | 5 important steps

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Here is a simple list of items to include while building your brand's visual identity:

### 1- A simple color palette | [Minimize your colors for maximum impact](#)

Your brand colors have a powerful impact on how your customers perceive your business.

Adding color to your online marketing materials doesn't cost anything dollars wise. This only cost is the time it takes for you to decide what color to choose for your brand. Your goal is for your prospects and clients to remember your colors, and begin to associate them with your business.

Your brand should have 1-3 primary colors and 2-3 secondary colors aka accent colors (black & white included). Here is a great tools to choose your brand colors: [www.ColourLovers.com](http://www.ColourLovers.com).

### 2 - A primary logo | [A logo design establishes your identity.](#)

It is how you are recognized out in the marketplace. It reflects your business' identity, personality, values and principles. A logo is also the most powerful marketing tool known. It is very hard to establish yourself in the marketing world without a logo. Put simply a logo is like a mental shortcut to a product or company. It works by association, Think BMW,, OWN, FoodNetwork, Starbucks, Coca-Cola, Hay House etc. You recognize them solely by their logo, you know what they represent, you know their products, you know what they stand for...Simply by looking and recognizing their logo because the power of the logo lies in its visual nature. Studies have shown that people recognize and relate to images faster then text. So make sure your logo does your business justice.

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### 3 - A secondary logo | An easily recognizable visual to anchor your identity

This should be designed to be used in place of your primary logo, often in places where you can fit your logo, and/or for promotional items such as Hats, T-shirts, Pens etc. Every successful brand has 1 primary logo and one secondary logo. Think Chanel, or Oprah for example.

### 4- Fonts | A pillar for consistency

The fonts you choose can be simple and easily found on many online platforms like Mailchimp, and website builders, but you can also choose lesser “popular” ones, as long as they reflect you, your brand and your brand identity. Your fonts need to work hand in hand with your colors, and logo. Ideally, you should have no more than 3 fonts. A title one, a body one and a fancy one for visual design purposes. However, using more than 3 fonts is detrimental to your visual identity, as it creates confusion, inconsistencies and it simply looks disorganized and chaotic, and this is a bad reflection on your business.

### 5 - Photography | A Must for your visual Identity

You do not need to spend a fortune on stock photography, there are plenty of sites that offer FREE stock photography. You can find a list of the best websites for 2017 [here](#). However, your photography needs to be on-brand, consistent and always representative of your brand and products or services. Images are the last addition of the look and feel of your brand, which is represented by your website, and any other medium you chose to promote your business.

The key to a great brand is consistency, your look and feel, your brand visual needs to be the same across all media, from printed pieces to social media.



*If you are not happy with your current branding, if it's not yet where you want it to be, or if you wish create your brand from scratch, get in touch with us and [visit our page for more details](#), we can help get you create the brand you always wanted, which will help grow your business by establishing the trust and visual presence needed to grow your business and reach your goals.*

*Until Then, Happy Branding :)!*