COLUMN FIVE

Visual Identity
Checklist

Design an effective and comprehensive visual identity that communicates who you are.

For more detail on designing your brand, see our

☐ Logo ———————————

Design a logo that reflects 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).
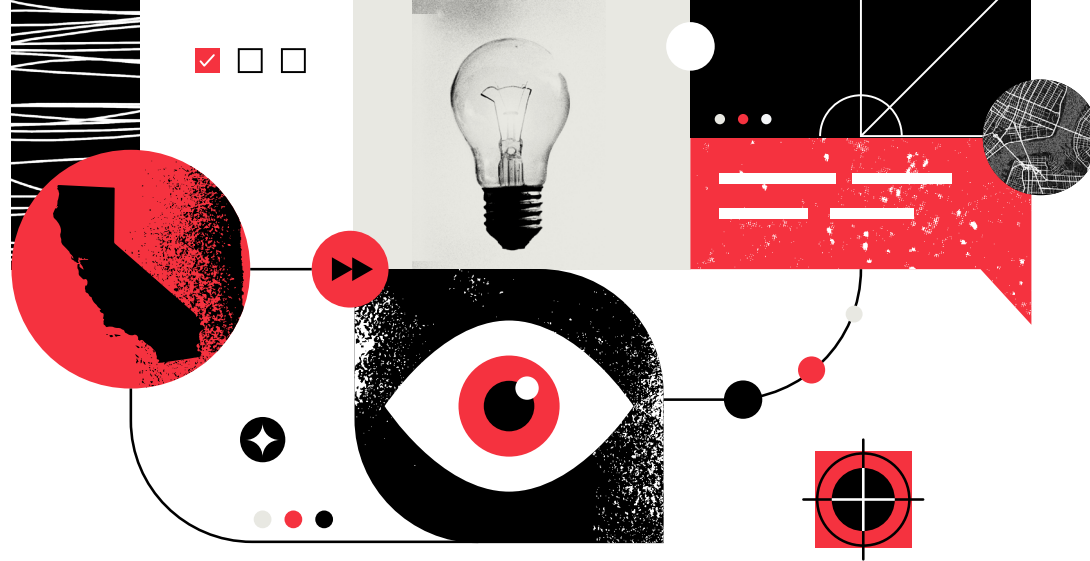
☐ Video & Motion Graphics ———————————

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.

Column Five is a creative content agency based in Southern California and Brooklyn. We help brands discover and tell their best stories.

Learn more at **columnfivemedia.com.**