

# Brand Identity Checklist

**Use this checklist to ensure you've designed a complete and cohesive identity.**

For more guidance, see our [Guide to Build a Brand Identity](#).

❑ **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.

❑ **Color Palette:** 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.

❑ **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.

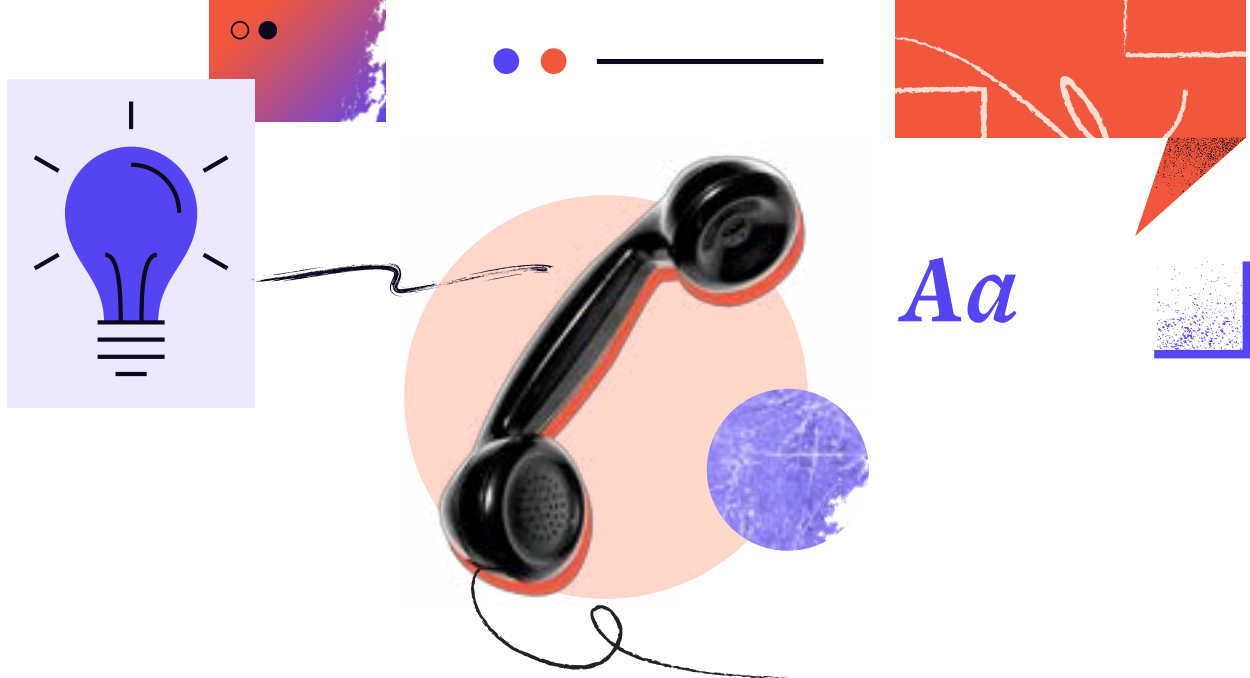
- Choose a single style.
- Keep it simple.

❑ **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).



Feeling stuck? We'd love to help.  
on your brand identity, or [chat with us](#).

Created by



**COLUMN FIVE**

Column Five is a B2B-focused creative agency that helps ambitious  
brands find and tell their best stories to drive real results.