

Brand Identity Design Checklist

Use this checklist to evaluate what's included in a brand identity engagement, compare proposals from agencies , or prepare an internal brief before starting the process. When preparing a brief, the more clearly you can articulate your project goals, objectives, and where your organization currently stands, the easier it becomes for a brand identity agency to understand what you actually need.

A well-defined brief shortens the discovery phase, reduces the likelihood of misaligned concepts, and gives any prospective partner a realistic picture of your starting point.

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01 — Design Language

The foundational visual design language that gives the brand its recognizable character across all applications.

- **Visual language defined** — how color, type, shape, spacing, and texture work together as a system
- **Brand character articulated** — the personality the visual language is intended to communicate
- **Consistency principles documented** — rules that allow the system to extend into new contexts without losing coherence
- **Motion and interaction direction** — if applicable to digital or campaign applications
- **Pace and rhythm style** — if applicable for website or digital interface

02 — Logo Deliverables

A complete logo system includes multiple configurations, not a single file.

- **Primary logo lockup** — the main configuration used across primary touchpoints
- **Secondary / horizontal version** — for constrained horizontal spaces
- **Icon or standalone mark** — for small sizes, app icons, favicons, and social avatars
- **Color variations** — full color, reversed, single color, all-white, all-black
- **File formats delivered**
 - SVG and EPS (vector, scalable)
 - PNG with transparent background (raster)
 - PDF (print-ready)
 - JPG, GIF, WEBP (digital delivery optimized)
- **Usage guidelines included** — correct sizing, clear space, placement rules, and misuse examples

03 — Color Palette Specifications

Precise color values prevent drift across print, digital, and environmental applications.

- **Primary palette defined** — core brand colors with documented usage hierarchy
- **Secondary palette defined** — supporting colors for flexibility across applications
- **Tertiary palette defined** — if expanded palette is needed
- **Color values specified across all formats**
 - HEX (digital / web)
 - RGB (screen)
 - CMYK (print)
 - Pantone / PMS (brand-critical print)
- **Accessibility contrast ratios noted** — WCAG AA compliance for digital applications
- **Usage guidance included** — which colors lead, which support, which are accent-only

04 — Typography System

Typography is a system of decisions, not just a typeface selection.

- **Primary typeface selected and documented** — with licensing confirmed
- **Secondary typeface selected** — for body copy, captions, or supporting roles
- **Hierarchy defined** — how headlines, subheadings, body, captions, and labels relate
- **Sizing scale established** — base sizes and ratios for digital and print contexts
- **Weight and style usage rules** — which weights are approved and when to use them
- **Spacing and line height conventions** — for readability and visual consistency
- **Web font or system font fallbacks documented** — for digital implementation

05 — Brand Voice and Tone

How the brand writes is part of the identity, not separate from it.

- **Brand voice defined** — the consistent personality expressed through writing
- **Tone variations documented** — how voice adjusts across contexts such as marketing, support, and leadership communications
- **Word and phrase guidance included** — preferred language, words to avoid, and terminology
- **Writing examples provided** — sample headlines, descriptions, or copy that demonstrate the voice in practice
- **Rhythm and tempo defined** — the pacing and cadence of how the brand communicates, and how urgency or calm is conveyed through structure

06 — Imagery and Photography Style Direction

Imagery carries brand personality in ways that are often more immediate than any other element.

- **Photography style defined** — aesthetic direction, subject matter, mood, and lighting
- **Illustration direction documented** — if applicable, style, tone, and appropriate use cases
- **Icon style guide** — visual approach for iconography and how icons relate to the broader visual language of the brand
- **Image selection criteria** — what to look for and what to avoid when sourcing photography
- **Do and don't examples included** — visual reference showing compliant and non-compliant imagery

07 — Brand Guidelines Document

The master reference that allows anyone working with the brand to apply it correctly.

- **All system elements documented in one place** — logo, color, type, voice, imagery, design language
- **Misuse examples included** — showing common errors and how to avoid them
- **Application examples shown** — business cards, email signatures, presentations, digital assets
- **Accessible to all relevant teams** — internal staff, external vendors, and agency partners
- **Format is editable and updateable** — not locked in a way that prevents future revisions

08 — Design System and Implementation

A brand identity system that cannot be implemented consistently across digital environments is an incomplete one.

- **Design system documented in Figma** — including components, styles, and tokens organized for handoff to development teams
- **Color tokens defined** — hex and CSS variable equivalents for all brand colors
- **Typography tokens defined** — font families, sizes, weights, and line heights as CSS variables or design tokens
- **Spacing and grid system documented** — breakpoints, column structures, and spacing scales for responsive design
- **Component library established** — buttons, forms, cards, navigation, and other recurring UI elements built-out
- **CSS/HTML reference provided** — coded examples or a living style guide that reflects the visual language in production
- **Handoff standards defined** — naming conventions, file organization, and export specifications for developer use
- **Accessibility standards embedded** — color contrast ratios, focus states, and interaction patterns built into the system from the start

Brand identity work rewards preparation. Not all companies need the same depth of engagement. The organizations that get the most out of the process are the ones that arrive knowing what questions to ask, what to expect at each stage, and what a complete system should contain. We made this checklist to give you that foundation before the first conversation begins.