

The Brand Identity Checklist: every asset you need to look like the obvious choice.

Your brand is judged in less than one second. Tick off every box below and you will stop losing customers to competitors who simply look better. Built from the same playbook Brand Savage uses on every client brand kit.

1 — LOGO & MARKS

- ☐ Primary logo (horizontal lockup)
- ☐ Icon-only mark for avatars & favicons
- ☐ Clear-space & minimum-size rules defined
- ☐ Stacked / alternate logo version
- ☐ One-color (black & white) versions
- ☐ Vector source files (SVG / AI / EPS)

2 — COLOR SYSTEM

- ☐ One dominant brand color
- ☐ Neutral palette for text & surfaces
- ☐ Accessibility contrast checked (WCAG AA)
- ☐ One high-energy accent color
- ☐ HEX, RGB & CMYK values documented
- ☐ 60-30-10 usage ratio defined

3 — TYPOGRAPHY

- ☐ Display font for headlines only
- ☐ Type hierarchy scale (H1-body) documented
- ☐ Body font for paragraphs & UI
- ☐ Fallback fonts specified for web

4 — IMAGERY & GRAPHICS

- ☐ Photography style guide (mood, lighting)
- ☐ Textures / graphic elements library
- ☐ Icon style decided (line, filled, duotone)
- ☐ Do-not-use list (stock clichés, clip art)

5 — COLLATERAL

- ☐ Business card (front & back)
- ☐ Email signature for the whole team
- ☐ Signage / vehicle wrap (if applicable)
- ☐ Letterhead & invoice template
- ☐ Social media profile & cover graphics
- ☐ Presentation & proposal template

6 — DIGITAL PRESENCE

- ☐ Favicon for browser tabs
- ☐ Consistent handles across all platforms
- ☐ Social share (Open Graph) image
- ☐ Website matches brand colors & fonts

7 — BRAND VOICE

- ☐ One-line positioning statement
- ☐ Words & phrases to avoid
- ☐ Three adjectives that describe the brand
- ☐ Standard email & greeting templates