

# Brand Identity Checklist



Consistency builds trust and recognition.

## BRAND FOUNDATION

- Clear mission and vision
- Defined core values
- Identified target audience
- Articulated value proposition

## VISUAL IDENTITY

- Primary and secondary logos
- Defined colour palette
- Typography hierarchy
- Consistent imagery style

## DIGITAL & PRINT PRESENCE

- Branded website
- Aligned social media
- Consistent marketing materials
- Updated brand guidelines document

★ TIP: Consistency builds trust and recognition. Review this checklist quarterly.