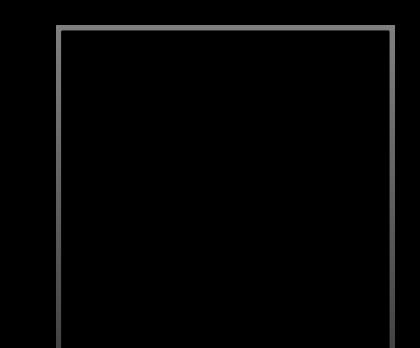
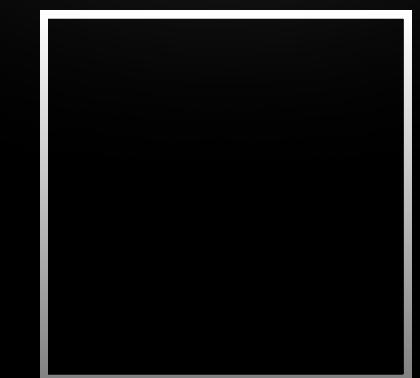




THE  
BRAND  
CONCEPT  
BY DARKLION STUDIO

FOR THE BUSINESSES WHO ARE BUILDING TO LAST

# BRAND VISUAL IDENTITY STRATEGY CHECKLIST



# Brand Visual Identity Strategy Checklist

**Note:**

*Creating a winning strategy is a complex task that requires the active involvement of all departments. As a member of the Creative team, you have a critical role to play in this process - by collaborating closely with stakeholders, marketing, and sales teams, you can help to ensure that the strategy is comprehensive, effective, and tailored to meet the specific needs of the organisation.*



## 1. Create a Visual Identity Strategy

- Must have - Brand Core doc (Vision, Mission, Audience, and Competitors)
  - Conduct brand audit (visual elements review) - if creating for existing brand
- 

## 2. Establish Brand Personality

- Define personality traits
- Define emotions
- Create visual mood-boards
- Define language and communication style
- Brand Perception: define how you want your customers to perceive your brand

**Note:** Brainstorming and collaborating with marketing and branding team on last 2 points can take the visual strategy to the bones of their potential audience.

### 3. Logo

- Know the purpose, context, and audience
- Conduct research, and industry trends
- Gather expectations, and avoid stock icons
- Don't forget to symbolic elements that represents the industry
- Sketch concepts
- Focus on - Simplicity, Versatility, and Scalability
- Test legibility
- Create logo variations (such as versions, file formats and mockups)

### 3. Color palette

- Must have - Brand personality Doc
  - Decide brand color scheme
  - Use color psychology
  - Brainstorm on trends vs. timelessness
  - Cross-cultural consideration
  - Define Primary, Secondary, Tertiary, Supportive, Font & Background colors
    - i. Create mood & tones
  - Test across devices
  - Keep it flexible for expansion
-

## 4. Typography

- Must have - Brand Personality doc
- Must have - mood, and tones doc
- Avoid trendy fonts, consider culture sensitivity, and readability
- Establish clear hierarchy
  - i. Title
  - ii. Sub-title
  - iii. Heading
  - iv. Description
  - v. Body
  - vi. Links
- Typography pairing
- Legibility in various formats (such as social media, printed materials, website)

- Test across platforms
  - Legal considerations - copyrights and licensed for commercial use
  - Testing & proofreading
  - Document typography guidelines
- 

## 5. Shapes and Patterns

- Must have - brand core, brand personality, and mood, and tones doc
- Consider psychological impact - to define shapes & patterns
- Create pattern variations
- Create theme variations
- Define technical constraints
- Document guidelines

## 6. Iconography

- Must have - brand personality, and mood, and tones doc
- Define purpose and functionality
- Define style of icon
- Decide which has more scope of clarity, and scalability
- Create visual hierarchy
- Create grid system
- Create versions (*Color and monochromatic*)
- Create variations (eg: *active, inactive, clicked, etc..*)
- Create icon library

- Icon size & stroke width guidelines as per platform
  - Test
- 

## 7. Imagery and Photograph

- Must have - brand core, brand personality, and mood, and tones doc
- Aware of what brand story is, & its messaging
- Define Visual Style
- Select imagery themes - be original
- Add emotional appeal and cultural sensitivity
- Set photography standards - quality, composition, resolution, filters, and presets
- Add branding elements
- Avoid using stock images

- Specify image usage
- 

## 8. Brand guidelines

- Create guidelines based on the above strategy which helps in laying down
  - i. Layout and composition
  - ii. Social media assets
  - iii. Website responsive design assets, libraries, & components
  - iv. Stationery and collateral
  - vi. Brand merchandise
  - vii. Advertising and Marketing materials



Building a brand visual identity is an iterative process that requires ongoing attention and adaptation. Regularly revisit your strategy to ensure that it remains aligned with your brand's evolution and the dynamic landscape of your industry.



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