E-commerce All Stars

Brand Audit Checklist

by Gif Design Studios

1. Typography Rules:

//RESOURCES:

Golden Ration Typography Calculator
www.pearsonified.com/typography

Typewolf
www.typewolf.com

My fonts
www.myfonts.com

- Check your website isn't using more than 2 – 3 fonts
- Check your font size isn't smaller than 14px and calculate your line height accordingly
- Make sure you don't have more than 75–100 characters per line
- Don't center text! Only headlines are acceptable. (or restaurant menus)
- Make sure you are using a good web font for your body copy, and not a display font.
- Get a great web family with lots of different weights, italics and special characters to avoid headaches down the line.

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2. How to get better photos:

//RESOURCES:

Stocksy
www.stocksy.com

Unsplash
www.unsplash.com

Creative Market
www.creativemarket.com

- Check all you website photos are equally high in quality
- Get your photos professionally edited in photoshop
- Style your shoot to tell a story in line with your brand strategy
- Get great stock images to compliment your brand (see resources)

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3. Check for brand consistency:

//RESOURCES:

Colorzilla Google Chrome Extension

- [ ] Check your copy is not in different fonts in different sections and in different sizes and colours
- [ ] Check you have a favicon on brand with your website
- [ ] Check your images are all in the same style (minimal images + sepia busy images don't go well together)
- [ ] Check your colours are all the same value throughout the website and your developer didn't just guess them

//NOTES:

Working with designers

How to get the best out of

Agencies & Freelance Designers

AGENCIES

& Freelance Designers

//RESOURCES:

Article "Your step-by-step guide to choosing a designer" thenextweb.com/dd/2016/04/28/how-to-choose-a-designer

Article "7 basics to create a good design brief" www.webdesignerdepot.com/2011/03/7-basics-to-create-a-good-design-brief

1. Know your vision first

It's important before you start looking for the right person to bring your vision to life that you are very clear on what you want.

What do you want this new project / rebrand / website to do for your business?

Do you already have visual research compiled or a brand style guide at hand? (These will prevent designs that aren't inline with your brand)

Are you already clear on timelines and your budget?

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2. Know who to hire

Graphic Designer – Graphic Designer can be a very general term. They can be experts in branding, or t-shirt design, poster design etc. They can also be very versatile and know many different skills within graphic design, but make sure you know what their expertise is on.

Print Designer – Print designers normally work on print materials like book design, business cards and other stationary

Web Designer – Web Designers normally are experts in webdesign only. If you are getting a rebrand done and a new website, a web designer only might not do the trick. Ask first if they do branding too.

UX / UI Designer – UX/UI designers focus on the user experience and interface of websites, software and apps. I would only recommend hiring a UX/UI designer if you have a website that is not intuitive to navigate but you need a lot of complicated features. Or if you need an app or software designed.

//RESOURCES:

Article
"Your step-by-step guide to choosing a designer"
thenextweb.com/dd/2016/04/28/how-to-choose-a-designer

Article
"7 basics to create a good design brief"
www.webdesignerdepot.com/2011/03/7-basics-to-create-a-good-design-brief

//NOTES:

3. Know where to find them:

- www.behance.net – A website where most great designers in the world show case their work. You can even search by speciality, type of project and country to guarantee smaller rates
- Word of mouth – This one is obvious but do you do this enough? Also don't forget to check on websites that you like, who designed it on the footer.

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4. Brief them well:

Objectives and goals of the new design
  a. Budget and schedule
  b. Target audience
  c. Scope of the project
  d. Available materials/required materials
  e. Overall style/look
  f. Any definite "Do nots"

//NOTES: