



CHECKLIST

BRAND CONSISTENCY SYSTEM



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This checklist will help you develop a unified visual and verbal identity system that makes your brand instantly recognizable and builds trust with your audience. A consistent brand experience across all touchpoints can increase brand recognition by up to 80% and significantly impact purchase decisions.

Checklist

1. Visual Identity Development

- ☐ **Create a comprehensive color palette**

Select primary and secondary colors that align with your brand personality and stand out from competitors. Consider color psychology (blue for trust, green for growth, etc.) and ensure WCAG AA compliance with contrast ratios of at least 4.5:1 for normal text for accessibility.

- ☐ **Develop logo variations**

Design primary and secondary versions of your logo for different contexts: a full wordmark for website headers, simplified icons for social media avatars, and variations that work on both dark and light backgrounds.

☐ **Establish a typography system**

Select 2-3 font families total: a primary font family for headlines (with more personality) and a complementary family for body text (prioritizing readability). Create a typography hierarchy with specific sizes and weights for headlines, subheads, and body text.

☐ **Define your imagery style**

Create a mood board showing examples of appropriate photos, illustrations, and graphics that reflect your brand personality (bright and casual, dark and sophisticated, etc.). This creates visual consistency across all materials.

☐ **Design a cohesive icon set**

Develop a collection of consistent symbols that visually represent concepts relevant to your business, ensuring they follow your established visual style guidelines.

☐ **Document layout principles**

Establish clear guidelines for white space requirements, grid systems, and layout approaches to maintain consistent visual organization across all materials.

2. Verbal Identity Creation

☐ **Map core values to voice characteristics**

Translate your 3-5 core values into specific voice attributes. For example, if "expertise" is a value, your voice might be "authoritative but not condescending."

☐ **Create a voice pillars matrix**

Develop concrete writing principles that translate abstract values into practical guidelines. For a value like transparency, explain that you'll simplify complex topics without talking down to your audience.

☐ **Develop a situational tone chart**

Show how your voice shifts across different contexts (sales emails, error messages, blog posts) while maintaining core attributes. This helps maintain consistency while allowing appropriate flexibility.

☐ **Compile a word and phrase bank**

Document specific words and phrases your brand uses (and avoids), along with grammar and punctuation preferences to maintain consistency across all written communications.

☐ **Create sample paragraphs**

Write example texts showing your voice in action across different channels, from casual social media updates to formal customer communications, as reference points for your team.

3. Implementation and Consistency

☐ **Build a central asset repository**

Create a centralized location where all brand assets and documentation are stored and easily accessible to everyone who creates customer-facing materials.

☐ **Designate a brand steward**

Appoint someone responsible for maintaining and enforcing brand guidelines to ensure consistency as your organization grows.

☐ **Develop application examples**

Create practical examples showing how your visual and verbal identity applies across web, print, and social media to demonstrate proper implementation.

- ☐ **Establish a brand governance process**

Create clear workflows for who approves new designs or messages and how exceptions to guidelines are handled to prevent brand dilution.

- ☐ **Create branded templates**

Develop templates for common materials (presentations, social posts, emails) with your visual identity pre-applied to make consistency easier.

- ☐ **Schedule regular audits**

Implement a quarterly review schedule to assess all touchpoints and identify inconsistencies in your brand expression, ensuring ongoing alignment.

4. Evolution and Refinement

- ☐ **Establish measurement metrics**

Define how you'll measure brand recognition and consistency, such as audience surveys or visual identity compliance rates across channels.

- ☐ **Create a versioning system**

Document updates to your guidelines with clear version numbers so team members know when changes occur and can stay current.

- ☐ **Schedule quarterly reviews**

Plan regular assessment of your visual and verbal identity to ensure they remain relevant and effective as your market evolves.

- ☐ **Allocate experimentation budget**

Set aside 10-15% of your marketing resources for testing fresh expressions of your visual and verbal identity that maintain your core brand promise.