



Visual Branding Checklist



humble creative





THESE BRAND IDENTITY
ESSENTIALS ARE NECESSARY
FOR CREATING A COHESIVE
BRAND ACROSS ALL YOUR
MARKETING CHANNELS.

Brand Identity



THE CHECKLIST

You have a logo suite consisting of primary, secondary, landmark & accent logos.

☐

You have 3-6 core brand colours that reflect your brand's personality and are used consistently across all platforms.

☐

You have a set of 2-3 fonts you use throughout your marketing materials and website that align with your brand aesthetic.

☐

You have a logo with dark and light contrast variations and a transparent background.

☐

You have a set of headshots or personal brand photos.

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You have a set of cohesive stock photos, videos and graphics that capture the feeling of your brand.

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You've created a folder of brand assets on your computer that is organized and easy to access.

☐

You've uploaded your brand assets to your favourite editing app, Canva or Photoshop.

☐

You have a collection of templates that you use to create graphics, allowing you to avoid starting from scratch while maintaining consistency.

☐



YOUR WEBSITE IS ONE OF THE BEST ASSETS IN YOUR BUSINESS FOR YOUR BRAND. KEEPING IT COHESIVE HELPS YOU CREATE AN EXPERIENCE THAT ATTRACTS YOUR IDEAL AUDIENCE.

Website Branding

THE CHECKLIST

You have a branded domain name & professional email address.

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Your website uses your brand colours & features your primary brand colours prominently.

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Your call-to-action buttons feature one of your brand colours & contrast with the site to make them easy to spot.

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You have set fonts (styles, sizing) for headings, subheadings, body copy & CTA's and use them consistently throughout the site.

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Your body copy is easy to read (not too big, not too small) & you've used script fonts very sparingly (as an accent).

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The images on your website are on-brand & help you visually communicate what your brand and main offer are about.

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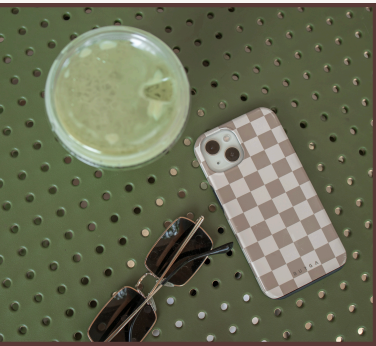
You've resized images for the appropriate dimensions for your site, and nothing is stretched, distorted, or blurry.

☐

Your blog post graphics are on-brand & designed with a strong hook/headline to encourage clicks to the post.

☐

Your website is optimized, mobile-friendly and user-friendly.

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SOCIAL MEDIA BRANDING WILL
HELP YOU BUILD RECOGNITION
AND TRUST WITH YOUR
AUDIENCE. USE THIS
CHECKLIST TO HELP YOU KEEP
YOUR CHANNELS ON TRACK.

Social Media Branding

THE CHECKLIST

Your profile picture is a brand photo or a logo (that is resized properly to fit the Instagram profile dimensions).

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Your ‘Stories’ highlights feature your brand colours & on-brand graphics.

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Your feed posts feature your brand colours and fonts in the graphic design or text overlays.

☐

Your ‘Reels’ covers feature your brand colours, products, or brand images.

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Your profile description clearly states who you are, what you do, & who you help.

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Your profile link leads to a page that uses your brand colours, fonts, and tone of voice.

☐

Your lead magnet connected to social media uses your brand colours, fonts, and tone of voice to maintain consistency.

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You have posts that speak directly about your offers with a clear call-to-action to your website or sales page.

☐



Your brand is *more* than *your* logo.

Branding is a powerful tool that helps you attract dream clients, stand out, and build long-term success. By following this checklist, you're setting your business up for impact, recognition, and confidence in your brand.

NEXT STEPS:

Audit your brand using this checklist—where do you need improvement?

Invest in professional design and strategy to strengthen your branding.

Show up consistently online and refine your messaging to connect with your audience.