

Your Brand at a Glance: Use This Visual Identity Checklist

If your brand doesn't speak at a glance, it's not working.

First impressions are fast. And 94% of them are visual. Use this checklist to evaluate whether your visual identity is clear, consistent, and compelling.

The Brand Audit

- Logo: Instantly recognizable and appropriate for your industry?
- Color Palette: Deliberate and consistent across all media?
- Typography: Legible and aligned with brand personality?
- Photography Style: On-brand and emotionally resonant?
- Design Layouts: Cohesive across platforms?
- Brand Guidelines: Documented or enforced?

If you checked "No" two or more times, you're losing equity. We can help.

Let's Talk.

carneyco.com/brand-focus/

