CHECKLIST

Brand consistency checklist: applying your identity across platforms

- [ ] Audit existing materials for colour, logo and typeface inconsistencies
- [ ] Update digital assets on your website and social media profiles first
- [ ] Prepare vector files for print and optimised raster files for screen
- [ ] Specify colour values in both RGB and CMYK
- [ ] Create a reference document listing logo files, colours and typefaces
- [ ] Check licensing for your chosen typeface across all formats
- [ ] Define layout principles that adapt rather than fixed templates
- [ ] Review new material against your guidelines before publishing