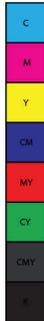
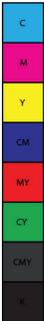




VISUAL BRAND AUDIT WORKBOOK



Does your brand have an effective visual identity?
Does it stand up to this test?

If not, we can help!



WHY CONDUCT A VISUAL BRAND AUDIT?

Why do a brand/visual identity audit?

About Ryan Lavigne

LOGOS - KEEP IT SIMPLE

Guidelines for developing an effective visual identity

FONT

Careful colour palette selection

COLOUR

Careful colour palette selection

SUPPORTING ARTWORK

Iconography, patterns, photographs

COMMUNICATION

How do your graphics communicate your overall brand message?

USAGE

How well does your logomark work under a variety of applications?

WHY CONDUCT A VISUAL BRAND AUDIT?

Think of any one of the largest brands on the planet and consider how simple their logo is at face value. Sure, there is often some hidden meaning there but, at it's core, simplicity trumps all.

While your brand is more of a reputation gathered from total customer experience, having a strong logomark is the cornerstone for consistency and sets the tone for how your business is viewed by both existing and potential customers.

Throughout my many years of helping businesses develop and evolve their visual identity, I have always worked by a defined set of key points to ensure the effectiveness of design elements as it is used across all necessary facets of the marketplace.

Whether you already have a logo for your business, are already in the process of rebranding, or are just starting to consider logo and visual identity design for a new venture, gauge it's effectiveness across the board.



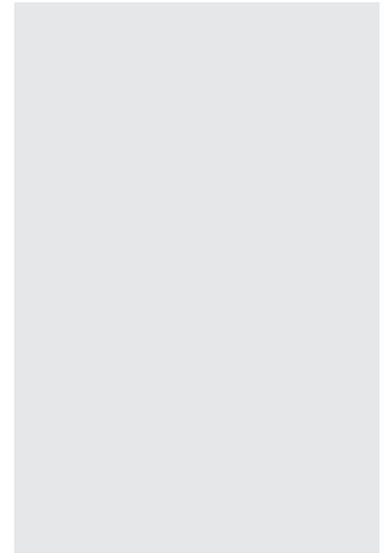
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LOGO DESIGN SIMPLICITY	YUP	NOPE	DUNNO
Does my logo have a clean look & feel?			
Is my logo free from many visual effects? (ie. blur, gradients, shadows, etc.)			
Is my logo free from ClipArt or Photographs?			
Do I have a vector version of my logo that will scale without any distortion or pixelization?			
Do I have a set colour palette (1 to 3 colours max.)			
Do I know or can I get the specific colours used by my brand easily? (RGB, CMYK, HEX, Pantone)			
Can my logo be represented as a single colour?			
Does/can my logo work on light/white or dark/black backgrounds?			
Will my logo scale and work on something as small as a bottlecap? As large as a billboard?			
Will my logo work in both vertical and horizontal applications? (Stacked vs Banner)			
Does my logo have a wordmark that can be used without an icon to represent my brand?			
Do I have clear guidelines on how my logo should be used? (min/max size, space around, etc.)			

How did you do? Feeling like there might be a piece of the puzzle missing? The following pages will dig deeper into your brands overall presentation.



Do your font choices align themselves with how you want your brand to be perceived? Are they legible and adaptable? Will they work with print and web? Are there variations to support headlines, subtitles and body copy?

FONT SELECTION	YUP	NOPE	DUNNO
Do I have a set of 2 or 3 fonts that I use for my business (logo, text, headlines, etc.)			
Do my fonts work well together?			
Are my font selections legible at scale? (Bottlecap vs. Billboard)			
Are my fonts represented consistently with colour, size and weight?			
Do I feel my font choices compliment my target audience and industry?			

COLOUR

People tend to develop strong relationships between colour, emotions and the world around them. What do your colour choices say about your business? Do they represent your industry well?

COLOUR PALETTE	YUP	NOPE	DUNNO
Does my brand use a set number of colours to represent itself?			
Do those colours work well together? (complimentary, analogous, etc.)			
Do my colours work in multiple situations? (web/digital, print, stitching, etc.)			
Are my represented consistently via set values? (RGB, CMYK, HEX, Pantone, etc.)			
Does my visual identity work without colour?			
Do my colour choices compliment my target audience and industry?			

SUPPORTING ARTWORK

Often your secondary artwork, whether it be iconography, infographics, photography, etc. are a big part of a customer's decision process. Do you try to ensure everything is consistent and 'on-brand'?

COLOUR PALETTE	YUP	NOPE	DUNNO
Does your brand use any other supporting icons or patterns? Are they consistent?			
Does your brand consistently use social platform icons consistently? (shape, colour, order)			
If your brand uses photography, do you have guidelines in place to ensure consistency?			
If your brand uses photography, are they of a high enough resolution for use on everything?			



COMMUNICATION

How does your visual identity communicate your service or product to your customers and/or potential customers?

COMMUNICATION	YUP	NOPE	DUNNO
Does my visual identity match my target customers? (ie. high-class, family, technical, etc.)			
Does my logo communicate how I want my brand to be perceived? (classy, friendly, expert, etc.)			
Do I have a 'Brand Guidelines' document in place to ensure consistent use of visual content?			

USAGE

Consider these applications for your visual identity or any others that may be more specific to your particular industry... Even if they are not applicable, would your graphics work in these situations?

DIGITAL / WEB	PRINT	SIGNAGE / VEHICLE	APPAREL	BROADCAST
Website	Business Cards	Wraps / Decals	T-shirts	Television Ad
Social Media	Letterhead	Magnetics	Hats (stitched)	Online Video
Digital Ad-space	Brochures	Storefront	Dress shirt / polo	Animation
	Hand-outs	Interior Signage	Jackets	
	Newspaper	Banners	Uniforms	
	Magazine	Display Posters		
	Product	Billboard		
	Packaging			



