

Brand Identity Checklist

J Royles Designs - Free resource

Everything your small business needs for a consistent, professional brand

How to use this checklist

Work through each section and tick off what you have in place. Any gaps are your starting points. A strong brand doesn't need to be perfect; it needs to be consistent.



Logo

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- | | |
|---|---|
| ☐ I have a primary logo (full version) | ☐ I have a favicon / icon-only version for small sizes |
| ☐ I have a secondary logo or wordmark (simplified version) | ☐ My logo works in both colour and black & white |

TIP Test your icon-only mark at 16px — if it blurs into a smudge, simplify it further.



Typography

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- | | |
|---|---|
| ☐ I have a primary heading font | ☐ I use a maximum of 2–3 fonts across all brand materials |
| ☐ My fonts are licensed for commercial use | ☐ I have consistent rules for font sizes and weights (e.g. H1, H2, body) |
| ☐ I have a body / paragraph font | |

TIP Write your H1 / H2 / body sizes down once — future-you will thank present-you.

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Colour Palette

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- ☐ I have a defined primary brand colour
- ☐ I have 1–2 secondary / accent colours
- ☐ I have neutral tones (white, off-white, grey, or black) for backgrounds and text
- ☐ I know the HEX, RGB, and CMYK codes for each colour
- ☐ My colours pass basic accessibility contrast checks for readability
- ☐ I use the same colours consistently across all platforms

TIP *Keep your codes in one shared note — no more guessing the hex from memory.*



Brand Voice & Tone

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- ☐ I can describe my brand voice in 3 words (e.g. "warm, expert, direct")
- ☐ I have examples of what my brand does and doesn't sound like
- ☐ My tone is consistent across website, social media, and emails
- ☐ I avoid jargon my customers wouldn't use
- ☐ My copy sounds like a person, not a corporate statement

TIP *Read a line out loud, if you wouldn't say it to a customer's face, rewrite it.*

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Imagery & Photography Style

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- ☐ I have a defined style for photos (e.g. bright and airy, dark and editorial, documentary)
- ☐ My images share a consistent colour feel or editing style
- ☐ My imagery reflects the customers I want to attract
- ☐ I avoid generic stock photos that don't reflect my brand
- ☐ I have a library of on-brand images I can draw from

TIP *Pin your 5 favourite on-brand photos somewhere visible as your north star.*



Brand Guidelines Document

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- ☐ I have a document (even a simple one) capturing my logo, colours, fonts, and voice
- ☐ It covers dos and don'ts for logo usage
- ☐ Share this with anyone who creates content or designs for my business
- ☐ It's updated when my brand evolves

TIP *One page is plenty to start, a messy guide beats no guide at all.*

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Digital Consistency

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- | | |
|--|---|
| ☐ My website matches my brand visually | ☐ My social media profiles use the correct logo, colours, and bio language |
| ☐ My email signature is on-brand | ☐ My Google Business profile uses current brand assets |
| ☐ Any third-party platforms (Etsy, Booking.com, etc.) reflect my current branding | |

TIP *Do a five-minute "cold search". Google your own business name and click through every result. That's the order strangers actually see you in.*



Print & Offline Materials

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- | | |
|---|---|
| ☐ My business cards are on-brand | ☐ I use consistent brand language in person and in writing |
| ☐ Any packaging, leaflets, or signage match my digital brand | |

TIP *Keep one physical item (a card or leaflet) next to your screen, it's the fastest way to eyeball whether your digital colours have drifted from print.*

Your score

- **30–37 ticked:** Strong foundation — focus on refining and documenting.
- **20–29 ticked:** You have the basics — now close the gaps for greater consistency.
- **Under 20 ticked:** Your brand needs work — start with logo, colours, and fonts first.

What to do next

Found gaps? Good, now you know where to focus. Start with the fundamentals: logo, colour palette, and typography. Everything else builds from there.

Not sure where to begin? Visit jroylesdesigns.co.uk, and a brand audit can help.