

Visual Identity System

Fillable worksheet. Type your answers. Save the file.

Single page system. Lock the visual building blocks and the one prohibition that protects the brand from looking generic.

01 LOGO DIRECTION

Description of the mark or wordmark. Three lines. Not a sketch, a written brief.

02 COLOR

Primary, secondary, functional. Color name on the left, hex code on the right.

PRIMARY

HEX

Hero color. Used most.

SECONDARY

HEX

Pairs with primary.

FUNCTIONAL

HEX

Alerts, links, states.

03 TYPOGRAPHY

Heading, body, accent. Font choice on the left, one-line rationale on the right.

HEADING

RATIONALE

Display, hierarchy.

BODY

RATIONALE

Long form readability.

ACCENT

RATIONALE

Captions, marks, UI detail.

04 PHOTOGRAPHY DIRECTION

Five short fields. One phrase each.

EMOTIONAL REGISTER

HUMAN PRESENCE

COLOR TREATMENT

COMPOSITIONAL STYLE

OFF-LIMITS

05 THE ONE PROHIBITION THAT PROTECTS THE BRAND FROM BEING GENERIC

Name what we will not do. Ever.