

Brand Identity Checklist

A strong identity is not just a nice logo. It is a system applied the same way on your website, social media and print. Use this checklist before launching a new brand or refreshing an existing one.

Logo

- Horizontal, stacked and icon-only versions.
- A version for light backgrounds and one for dark backgrounds.
- Clear space around the logo and a minimum size it should never go below.

Colors and fonts

- Primary and secondary colors with HEX, RGB and CMYK codes.
- Enough contrast between text and background to be easy to read.
- Matching Arabic and English fonts, with defined weights and a clear usage license.

Applications

- Business card, letterhead and email signature.
- Social post templates, cover image and profile picture.
- The identity applied on the website: buttons, headings and icons.

Tone and handover

- A defined writing tone, with examples of what to say and what not to say.
- A short brand guide that brings all of the above into one file.
- Source files (SVG and AI or PDF) stored where your team can reach them.