# Branding Design Review Checklist

## 1. Logo

☐ Logo clarity and readability

☐ Consistent usage across formats

☐ Scalability (works at all sizes)

☐ Proper logo spacing and padding

## 2. Colors

☐ Brand colors are consistently applied

☐ Sufficient color contrast

☐ Accent colors used appropriately

## 3. Typography

☐ Brand fonts are used consistently

☐ Legibility across all devices

☐ Consistent font sizes and hierarchy

## 4. Visual Elements

☐ Imagery matches the brand style

☐ Iconography is consistent

☐ Consistent graphic elements

## 5. Tone & Messaging

☐ Voice and tone are consistent

☐ Messaging aligns with brand values

## 6. Overall Consistency

☐ Brand assets are consistently applied

☐ Alignment with brand guidelines