DIGITAL FUNDAMENTALS

Brand and Communication Fundamentals Template

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##### Welcome to the Digital Fundamentals brand identity toolkit. These templates, exercises, and checklist make it easy to design a beautiful brand identity that connects with customers and communicates who you really are.

Before you dive in, complete the Digital Fundamentals - Your Digital Brand and Communication Unit and use what you learn to fill in the template for your brand in module 5.



# Brand Book Template

#### Answer these questions to assess your current brand or create a fresh brand identity that will support your digital strategy.

##### These are the foundation elements of your brand.

**Core Identity**

**Business name**

**What you do**

**Brand heart**

Briefly describe your business.

Outline your core values with a word and then a values statement.

**Audience**

Who are your target personas?

**Your voice This is how you speak about**

**your brand.**

**Tagline**

How do you sum up what you do in a single sentence?

**Key messaging**

What are your main selling points or messaging pillars?

**Voice**

How do you speak in your content?

## Visual Identity

##### If you already have a visual identity including logos, colours, fonts, images etc, audit your existing identity and document what does or doesn’t work about each element.

**Logo – what are the shapes and ideas for your logo – add links to examples or a Pinterest board**

**Colour palette – list primary and sub colours**

**Typography – what fonts/styles do you like? Link to some examples**

**Other**

Photography, illustration, etc.

##### Does your current identity...

**Reflect your personality?**

**Align with/communicate your values?**

**Differentiate your brand?**

**What are your biggest opportunities to improve?**

# Brand Identity Checklist

#### Use this checklist to ensure you’ve designed a complete and cohesive identity.

**Logo: Design a logo that reflects your brand personality.**

* + - Ensure logo design works for web and print.
    - Test that it renders well at small sizes.

**Colour Palette: Curate a simple but flexible palette.**

* Choose 1 main color, 2 primary colours
* 3-5 complementary colours and 2 accent colours.

**Typography: Select type that works as an extension of your logo**

* Test for legibility in print and on screen.
* Identify a primary, secondary, and tertiary typeface.
* Consider mixing serif and sans serif.

**Photography: Use consistent, cohesive visual styles.**

* + - * Ensure imagery is high quality and high resolution.
      * Be mindful of inclusive representation.

**Illustration: Use illustrations to visually enhance, not overwhelm.**

* Choose a single style.
* Keep it simple.

**Iconography: Focus on simplicity and clarity.**

* Double check that icons render clearly at small sizes.
* Make sure the image is relevant to the subject.

**Data Visualization: Design for comprehension.**

* Avoid clashing patterns (use colour instead).
* Don’t over-illustrate or use 3D charts.
* Order data intuitively (alphabetically, ascending, or descending

**Inclusion: Create a brand that welcomes everyone.**

* Check your own biases.
* Get across web and digital accessibility design standards.
* Make sure that you reflect the real world in all its diversity in your language and image