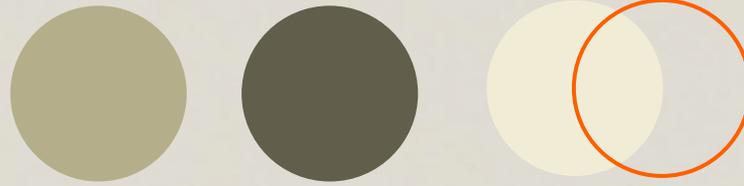


VISUAL IDENTITY CHECKLIST

— IDENTITY BY —
SHIRLS





Here is a checklist for business owners and designers developing brands. The aim of this document is to help and guide you to check if you have all the visual elements in your business to successfully and consistently show up on both offline and online platforms. We have also covered basic brand fundamentals as every Visual Identity is built on a strong foundation.

O1 | BRAND DEFINITION

- Mission statement
- Vision Statement
- Value Proposition
- Brand Values
- Brand Personality
- Key Messaging
- Brand Tone + Voice Style
- Ideal Customer Avatar
- Local Competitors
- International Competitors
- USP



How customers identify your company

O2 | KEY VISUAL IDENTIFIERS

- Primary Logo
- Secondary Logo
- Icons/ brandmarks
- Favicons



How customers experience your company?

O3 | VISUAL STYLE

- Primary Colour Palette
- Secondary Colour Palette
- Colour systems for brand categories/extensions
- Header Fonts
- Subtitle Fonts
- Paragraph Fonts
- Illustration Style
- Photography Style
- Brand patterns
- Supporting brand Graphics



O4 | GUIDELINES

- Logo usage
- Colour palette usage
- Typography usage
- Photography guidelines
- Illustration guidelines
- Application guidelines



What is the customer's offline experience?

O5 | OFFLINE COMMUNICATION



- Business cards
- Powerpoint templates
- Letterhead
- Company Brochure
- Labels
- Forms
- Cards
- Invitations
- Notepads
- Envelopes
- Folders

What is the customer's online experience?

O6 | DIGITAL EXPERIENCE

- Email templates
- Email Signatures
- Social Media templates
- Social Media headers + profilers
- Website
- Blog
- Video
- Animation/Gifs
- Banners
- Digital Brochure



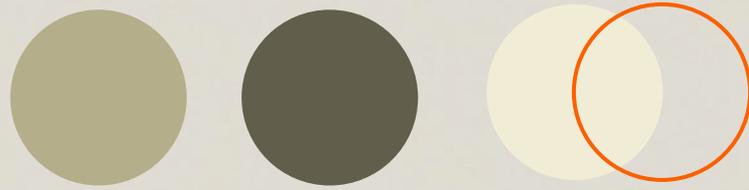
What is the customer's retail experience?

O7 | RETAIL

- Packaging
- Promotions
- Displays
- Tags
- Boxes
- Bags
- Apparel
- Merchandise
- Stickers
- Wrapping Paper



A BIT ABOUT US...



A STUDIO BUILT ON COLLABORATIVE & CREATIVE PARTNERSHIPS

The brand identities we craft acquire their uniqueness by the strength of their stories and purpose. We strategically support all our clients from the conception of their brand all the way to the creative implementation on all platforms.

In today's world, we consider how the brands we create can have an impact on both offline and online channels and consider every touchpoint when creating a Visual Identity.



MEET SHIRLS

FOUNDER & CEO

Shirley D'Mello's award-winning unique eye for design has peaked interest in various design fields from around the world such as Vice Arabia, and being invited to present her creative journey at Apple Dubai Mall representing UAE for the She Creates global initiative.

Passionate about connecting with people and helping them launch their businesses with strategic design, she decided to pursue her dreams and develop a thriving business called Shirls branching out into visual branding, design and styling.



IDENTIFY YOUR BRAND'S NEXT MOVE

If you have an incomplete Visual Identity or would like to build trust with your customers whilst offering an immersive brand experience, book a free discovery call by [clicking here](#) or email us at hello@byshirls.com, and we will get back to you within a few days to discuss how we can take your brand to the next level with a Strategic Visual Identity.

LET'S WORK
TOGETHER



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