# Template: Checklist for Crafting a Cohesive Visual Identity

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Based on Article: "Crafting a Cohesive Visual Identity for Cross-Channel Social Media"
Website: https://scaleblogger.com

A practical checklist for establishing and maintaining a consistent visual identity across social media channels.

## Checklist Items:

☐ **1. Gather Brand Assets**
Collect vector logos, high-res images, color values in HEX and RGB, typography files, and ensure access to social media accounts.
Reference Section: What You'll Need (Prerequisites & Tools)

☐ **2. Audit Existing Visual Assets**
Create a spreadsheet inventory of all visual assets used across platforms, noting file formats, dominant colors, and tagging inconsistencies.
Reference Section: Audit Your Current Visual Assets

☐ **3. Define Core Visual Elements**
Establish the primary logo, a cohesive color palette, and typography options to serve as the backbone of your brand's visual identity.
Reference Section: Define Core Visual Elements (Logo, Color, Typography)

☐ **4. Create Templates**
Design 4-6 social media templates in Canva or Figma that reflect your brand identity for posts and stories.
Reference Section: Create Cross-Channel Templates and Asset Library

☐ **5. Establish Visual Style Guidelines**
Document the visual style guidelines including logo usage, color schemes, font application, and overall brand voice to ensure consistency.
Reference Section: Establish Visual Style Guidelines & Voice

☐ **6. Implement Workflow & Scheduling**
Set up a content calendar and scheduling system to streamline posting and maintain regularity in your visual communications.
Reference Section: Implement Workflow & Scheduling for Consistency

☐ **7. Measure Visual Cohesion**
Regularly assess the visual outputs against the established guidelines and make necessary adjustments to improve cohesion.
Reference Section: Measure Cohesion & Iterate