Template: Visual Branding Checklist for Blog Images

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Based on Article: "Visual Branding: Creating Compelling Images for Your Blog"
Website: https://scaleblogger.com

A practical checklist to ensure your blog's visual branding is consistent and compelling.

Checklist Items:

☐ **1. Assemble Your Toolkit**
Gather design and editing tools, centralize an asset library, and establish clear export rules to prevent bottlenecks during image production.
Reference Section: What You'll Need (Prerequisites)

☐ **2. Create a Moodboard**
Collect 30–50 inspirational images that capture the desired emotional tone and composition while extracting color hexes to define your color palette.
Reference Section: Step-by-Step: Define Your Visual Identity

☐ **3. Define Your Brand's Color Palette**
Select a color palette with sufficient contrast and record hex codes, ensuring they align with your brand's voice.
Reference Section: Step-by-Step: Define Your Visual Identity

☐ **4. Establish Typography Guidelines**
Choose font pairs that are clear and readable across formats, conducting contrast checks to ensure accessibility.
Reference Section: Step-by-Step: Define Your Visual Identity

☐ **5. Create Image Guidelines**
Define imagery style and photo guidelines that reinforce your brand identity, including dos and don'ts for visual content.
Reference Section: Step-by-Step: Define Your Visual Identity

☐ **6. Design Reusable Image Templates**
Develop a system of image templates for featured images and social media posts to ensure consistency in branding.
Reference Section: Step-by-Step: Define Your Visual Identity

☐ **7. Set Export Specifications**
Define export specs (dimensions, formats, etc.) for images to maintain quality and brand consistency across all channels.
Reference Section: What You'll Need (Prerequisites)

☐ **8. Create an Asset Management System**
Centralize approved logos, fonts, and images in a shared folder to avoid version drift and ensure easy access for your team.
Reference Section: What You'll Need (Prerequisites)

☐ **9. Automate Image Production**
Implement tools and best practices to automate and scale image production, reducing repetitive tasks in the workflow.
Reference Section: Step-by-Step: Automating and Scaling Image Production

☐ **10. Monitor and Troubleshoot Visual Branding**
Regularly review your visual branding for inconsistencies and address common issues to maintain a high-quality visual standard.
Reference Section: Troubleshooting Common Issues