MISSING MATERIALS*/

Okay, we're missing a few things here. Nothing super big but, we'd better take care of it now..

Visual Identity Mini-Kit Builder

A simple worksheet to help you define the core visuals your brand needs to stay consistent across platforms.

Main icon by Victoruler

Section 1: Brand Color Palette

Objective: Clarify your core and accent colors for web, print, and social use.

- **Primary Color** (brand-defining tone):
  Hex / RGB / Name: _____
- **Secondary Color** (supports contrast):
  Hex / RGB / Name: _____
- **Accent Color** (used for buttons, links, highlights):
  Hex / RGB / Name: _____
- **Neutral Base** (backgrounds, text):
  Hex / RGB / Name: _____

Section 2: Brand Typography

Objective: Document your main font choices for headers and body text.

- **Header Font (Name & Style):**
  e.g., Bebas Neue – All Caps / Bold
  _____
- **Body Font (Name & Style):**
  e.g., Open Sans – Regular / Sentence Case
  _____
- **Where to use each:**
  Header font on: _____
  Body font on: _____

Section 3: Logo Lockups

Objective: Confirm the versions of your logo and where/how they should appear.

☐ Full Logo (with tagline if applicable)
☐ Icon / Symbol Only

Main icon by Victoruler

1238 ST.JAMES PLACE

☐ Black or White Inverted Option
☐ Favicon or App Icon

- Add a thumbnail or notes here:

  _____

🗂 Section 4: Brand Kit Folder Checklist

Build a shared folder to store your essentials. Tick off what you've added:

- ☐ Logo files (.PNG, .SVG, .EPS)
- ☐ Color codes and palette image
- ☐ Font files or font source links
- ☐ Style preview (PDF or Canva board)
- ☐ Sample visuals or social templates

Optional:
☐ Brand moodboard
☐ Business card layout
☐ Slide deck template
☐ Email footer banner

🎯 Section 5: "One Look" Test

Does your brand look the same in all these places? Rate 0 (not at all) to 3 (very consistent):

Platform	Score (0–3)
Instagram feed visuals	____
Website homepage	____
LinkedIn or business card	____
Sales deck or pitch doc	____
Email signature or banner	____
Total Score (out of 15)	____