



Visual Identity Mini-Guide

How to Make Your Brand Look Clear, Consistent & Recognisable

What Is Visual Identity?

Your visual identity is the visual language that makes your brand instantly recognisable.



Colors

A consistent palette that reflects your brand's personality and mood.



Fonts

Typefaces that set the tone — from serious and formal to friendly and bold.



Logo

Your core symbol — the face of your brand across every touchpoint.



Images

Photography and illustrations that reinforce your visual style.



Layout Style

The way content is arranged — spacing, alignment, and visual hierarchy.



Graphic Elements

Patterns, icons, and decorative details that add depth and cohesion.

When these elements work together consistently, your brand earns trust at a glance.

1 Brand Colors

Choose 3–4 colours that reflect the feeling of your brand.

Calm & Thoughtful

Soft neutrals — warm whites, muted beiges, gentle greys

Bold & Energetic

Strong contrast colours — vivid primaries, deep blacks, punchy accents

Premium & Refined

Deep tones + minimal palette — navy, forest, charcoal with one elegant accent

YOUR BRAND COLOURS

Primary colour: _____

Secondary colour: _____

Accent colour: _____

2 Brand Fonts

Use a maximum of two fonts.

Headline Font

Strong and clear — makes your brand name and titles stand out

Body Font

Simple and readable — keeps your audience comfortable reading longer text

EXERCISE

Headline font: _____

Body font: _____

3 Image Style

Your images should tell a consistent visual story.

Founder-led photos

Minimal workspace imagery

Lifestyle moments

Illustrations or graphics

EXERCISE

My brand image style: _____

The Consistency Rule

A strong visual identity comes from repetition.

Use the same...

- Colors
- Fonts
- Layout style
- Photo style

Across all...

- Social media
- Presentations
- Website
- Guides & PDFs

Consistency builds recognition. Recognition builds trust.

Common Visual Identity Mistakes

Avoid these pitfalls.

✗ Too many colors

✗ Too many fonts

✗ Inconsistent visuals

✗ Copying other brands

✗ Over-designing everything

A strong brand is simple and recognisable.

The Recognition Test

If someone saw three of my posts without my name, would they recognise my brand?

☐ **Yes** — my brand is consistent

☐ **Not yet** — I need to simplify

☐ If not yet, focus on simplifying your visual identity first.

Your Visual Identity Starter Kit

Write down your visual foundation below.

Element	Your Answer
Primary Brand Color	_____
Secondary Brand Color	_____
Accent Color	_____
Headline Font	_____
Body Font	_____
Image Style	_____

Reflection: What one visual change would immediately make my brand feel more consistent?

Your visual identity doesn't need to be complicated. It needs to be clear, intentional, and consistent.

 **CONTACT US**



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