BRAND STANDARDS

Fonts  
Header Font

Body Font

#xxxxxx

#xxxxxx

Line-Height  
X.X Website  
X.X Print

Logo

Colors

#xxxxxx

#xxxxxx

#xxxxxx

Image Treatment  
Notate things like:

Image Size

Border

Drop Shadow

Etc.

Title Sizes  
H1 80px

H2 60px

H3 48px   
H4 36px  
H5 24px

P 16px

CHECKLIST

* Are my images of good quality?
* Are any of my images pixelated?
* Is my image size consistent?
* Are my images in the proper proportion?
* Are my images cropped correctly?
* Is there enough color contrast for readability?
* Is there enough text size contrast, so my structure is clear?
* Is there enough white space to give the eyes a rest?
* Am I following my color palette?
* Is all my body font the same size?
* Is my body font the same color?
* Do my header fonts follow my guideline?
* Are all of my elements lined up?
* Is my image treatment consistent (borders, drop-shadows, etc.)?