

**CONSISTENCY**

CREATES

**ELEVATION**

# BRAND **CONSISTENCY** CHECKLIST

KNOW YOUR VISION AND TALK ABOUT IT. A LOT.

USE THE SAME PROFILE PHOTO FOR ALL ACCOUNTS

USE STANDARD FONTS ON ALL ASSETS (MAX 3)

STANDARDIZE YOUR BIO (ABOUT ME) ON ALL ACCOUNTS

USE THE SAME LOGO ON ALL YOUR BRAND ASSETS

KNOW YOUR VOICE AND USE IT. EVERYWHERE YOU HANG.

USE THE SAME COLOURS (PRIMARY + SECONDARY)

KNOW YOUR CLIENTS AND HANG OUT WITH THEM

STICK TO A STANDARD IMAGE STYLE

CELEBRATE. CAUSE YOU'RE AWESOME

# ABOUT JAMIELEIGH



A dynamic website is both a work of art and a feat of technology

WHICH HAPPENS TO BE SOMETHING I TOTALLY DIG.

On one hand, I'm a heart-centred creative. I've got a degree in visual anthropology and I'm fascinated by the unique ways we express ourselves and our worldviews. But on the other, I'm all tech. In a past life I was a network administrator. I used to think those two sides of my identity were in conflict with each other. Crazy, right? Now I know the truth: like Marty and Doc, they're way stronger together.

So I design digital strategies that are both smart AND beautiful.

**JUST LIKE YOU.**

JAMIELEIGH.com