

## PRE-PUBLISH CHECKLIST

### FONTS

- ☐ Are you using your brand fonts?
- ☐ Did you incorporate hierarchy?
- ☐ Are your fonts sized appropriately?
- ☐ Are your fonts sized and spaced appropriately?
- ☐ Is your text aligned?

### COLORS

- ☐ Are you using your brand colors?
- ☐ Did you use your color designations?
- ☐ Is there enough contrast so text is legible?
- ☐ If you're using photos, do they incorporate your brand colors?

### DESIGN ELEMENTS

- ☐ Are your elements on-brand?
- ☐ Do they help create balance in the design?
- ☐ Do they help add to the design instead of distracting the reader?
- ☐ Are they colored in your brand colors, or black/white?

### OVERALL

- ☐ Does this design stay on-brand with messaging?
- ☐ Does the photography fit the brand vibe?
- ☐ Is there enough negative space?
- ☐ Do you like the way it looks?
- ☐ Does the overall design contain symmetry?