



# Foolproof's Guide to Branding for Digital

At Foolproof, we believe there are **10 key aspects** to consider when creating or adapting your brand for digital platforms. Here are some pointers to think about as you evaluate your brand.



## Motion

MOVEMENT · CHOREOGRAPHY · ANIMATION · PHYSICS

Animation and motion are major players in digital interaction and they go a long way towards representing the personality of your brand. You should think about what types of movement represent your brand values.

## Imagery

RATIOS · CROPS · FOCAL POINT

Having a consistent point, or area of focus allows your images to scale and respond consistently across all platforms. Consider safe areas inside your images to account for different device-aspect-ratios.



## Iconography

SCALABILITY · CLARITY · CONSISTENCY · SUITE

Icon sets should be designed to be scalable and clear whether they're set at 12px or 120px. Remember that they're functional and exist for a purpose, so avoid over styling them to the point of abstraction.

## Typography

LEGIBILITY · PERSONALITY · CHARACTER SET

Type renders differently across different screens. Some were designed for print not digital, decades before screens even existed! Make sure your brand font is legible and readable across all weights and sizes.



## Accessibility

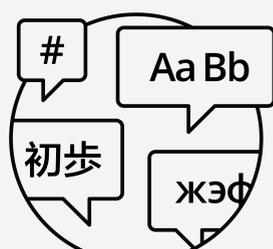
COLOUR · CONTRAST · SOUND

Check your colour palette against current web standards, such as WCAG compliance. It's important to make sure that the overall level of contrast aids legibility across all platforms, for all users, rather than acting as a barrier.

## Languages

WORD LENGTH · BIDIRECTIONALITY

Different languages have varying word lengths, or totally different character sets. Do your brand fonts allow for this? Make sure your layout decisions allow for different reading directions, such as vertical or right to left.



## Layout

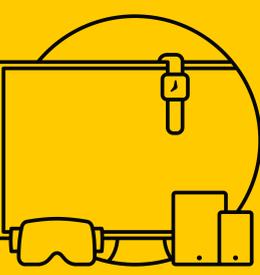
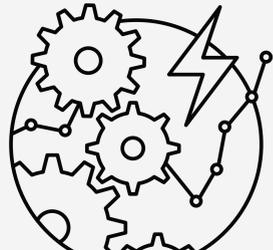
SCREEN SIZE · RESPONSIVE · FLEXIBLE LAYOUT · GRIDS

Consider the ratios of the devices your customers will use. Content should be flexible and fluid, adapting to the size of any given screen. Responsive grids allow content to feel natural, regardless of screen ratio.

## Technical

PERFORMANCE · PLATFORMS

Large, full-bleed imagery is great to look at, but tricky for weak internet connections to load. Understanding the technical limitations of digital platforms should inform your brand decisions.



## Medium

WEB · MOBILE · TV · PRINT

Every device type has its nuances. Whether you're working on a conventional laptop, retina smartphone, 50" TV, or connected devices like watches and VR headsets. Consider how the brand adapts to feel natural across them all.

## Social & Sharing

AVATARS · SOCIAL CONTENT

Have you considered how your brand will be represented across third party platforms? How does your logo work as an avatar? You should consider how your content looks in a square Instagram image or a Facebook post.



This list is not exhaustive but it is a good start from which to build your understanding and consideration of these areas when adapting or creating your brands digital identity. Watch this space for further editions to each of these core aspects.

IF YOU WOULD LIKE TO EXPLORE THIS FURTHER...

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