

BRAND AUDIT CHECKLIST

Here is our Brand Audit Checklist! This gives you a list of visual identity elements and touchpoints that you can go through as you audit your brand. As you go through each item ask yourself:

- Is this item true to your brand?
- Is it helping you achieve your goals?
- Does it portray the right tone and image?
- Is it helping you connect with your ideal clients?
- Does it align with the design of your brand identity?

	YES	NO	NEEDS IMPROVEMENT	NOTES
BRAND IDENTITY				
Logo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Secondary logo(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Brand colours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Typography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Brand pattern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Custom photography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Style guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
WEBSITE				
Homepage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
About page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Services / Products page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Contact page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Clear Call to Action	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Mobile-friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
STATIONERY				
Business cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Letterhead	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Email signature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
MARKETING				
Social media templates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Brochures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Postcards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Proposals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Sales kits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Newsletter campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____