

BRAND AUDIT CHECKLIST

Use the checklist below to audit your brand

Core Identity



Purpose

☐
☐

Vision

☐
☐

Mission

☐
☐

Positioning

☐
☐

Verbal Identity



Tagline

☐
☐

Value Proposition

☐
☐

Voice and Tone

☐
☐

Visual Identity



Logo

☐
☐

Secondary logos

☐
☐

Colors

☐
☐

Font

☐
☐

Motif/Pattern

☐
☐

Look and Feel

☐
☐

Style Guide

☐
☐

Website



Domain name

☐
☐

Header

☐
☐

Footer

☐
☐

Email



Email signature

☐
☐

Email newsletter

☐
☐

Sign up forms

☐
☐

Print Material



Business cards

☐
☐

Letterhead

☐
☐

Packaging

☐
☐

Social media



Instagram

☐
☐

Facebook

☐
☐

Twitter

☐
☐

Youtube

☐
☐

Pinterest

☐
☐

Linkedin

☐
☐
