

THE ULTIMATE *Brand Audit Checklist*

Your fast-track guide to spotlighting what's working, what's off, and exactly where to crank up your brand's wow factor.

Flip through each quick "yes/no" check to identify opportunities in your look, brand voice, and audience reach. Then, plot your next bold moves.



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SECTION ONE

Brand Identity & Strategy

VISUAL VIBE

Logo Love	Do you have light-on-dark and dark-on-light versions of your logo ready for any background?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Colour Command	Are your primary, secondary, and accent colours locked in (hex/RGB) and used consistently everywhere?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Type Tango	Have you defined your headline and body font pairings?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

TALK THE TALK

Message Mojo	Are your core brand promises (your "what," "why," and "how") sprinkled through your site, socials, and sales decks?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Tone Tune-Up	Does every tweet, post, and paragraph feel like it's written by the same (very cool) human voice?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Promise Patrol	Do your headlines and CTAs clearly reflect at least one of your core values so nobody misses your main point?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

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MISSION MOTIVATION

Mission Manifest	Is your mission statement front and center on your About page or homepage like a bold welcome mat?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Vision in Action	Have you woven your vision and values into 2+ customer-facing touch points (e.g., homepage hero, proposal footer)?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Vibes Value Check	Do your core brand visuals (imagery, icons, copy) echo those values in a way that feels unmistakably you?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

BRAND BIBLE

Guide Existence	Is there a single, living brand guidelines doc stored in a shared folder for the whole team to grab?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Asset Access	Can anyone on your squad (including freelancers) find and download your logos, palettes, and fonts in under 2 minutes?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Style Enforcement	Have you built a "brand checkpoint" into your workflow so every new piece of content gets a thumbs-up against the guide?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

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SECTION TWO

Online Presence & Performance

ONLINE OPTIMIZER

Speed Test	Does your site blaze in under 3 seconds on both desktop and mobile?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
SEO Spotlight	Do your key pages flaunt unique title tags and meta descriptions that include your brand name?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Conversion Radar	Is your analytics dialed in to catch every click, scroll, and goal completion—so no lead slips through?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

CONTENT SPARK

Publishing Pulse	Are you dropping fresh, on-brand content on a steady beat—blog posts, newsletters, and socials?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Persona Synch	Does each piece speak directly to one of your top customer personas, hitting exactly the right note?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
CTA Clarity	Does every article and resource wrap up with a crystal-clear “what next?” that actually moves the needle?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

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SOCIAL SIZZLE

Profile Polish	Is your bio concise, on-brand, and pointing followers to your top priority link?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Consistency Check	Do you post on each channel at a steady cadence (at least 3x/week) with unified visuals and voice?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Engagement Engine	Are you actively responding to comments, DMs, and tags within 24 hours to keep conversations alive?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

SECTION THREE

Customer Perception & Proof

FEEDBACK FUEL

Testimony Tally	Do you showcase real customer quotes or testimonials on your website to reinforce trust?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Survey Signals	Have you collected and acted on fresh feedback (e.g., NPS, polls) in the last six months?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Social Snippets	Are you featuring user-generated comments or DMs in your marketing to boost credibility?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

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EXPERIENCE ECHO

First Impressions	Can a new visitor understand what you do and how to get started in under 5 seconds?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Journey Joy	Is every click guided by clear CTAs so your ideal customer never hits a dead end?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Support Spotlight	Is your help and contact info easy to find (and on-brand) when someone needs it?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

SECTION FOUR

Competitive Edge & Positioning

RIVAL RADAR

Competitor Recon	Have you reviewed your top three competitors' messaging, visuals, and offers in the last six months?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Strengths Showdown	Have you mapped your brand's strengths and weaknesses stacked up against those same competitors?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Voice Share	Do you monitor competitor share-of-voice (mentions, search visibility) at least quarterly?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

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POSITION POWER

USP Uncovered	Can you state your unique selling proposition in one clear, benefit-focused sentence?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Audience Alignment	Does your positioning call out your primary customer's biggest pain point or desire up front?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Key Differentiator	Do your pricing or services pages clearly explain how you're different than competitors?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

SECTION FIVE

Brand Awareness & Loyalty

EQUITY ENGINE

Logo Recall	When you flash your logo or tagline, would at least 60% of your target audience instantly recognize it?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Branded Searches	Has the volume of searches for your brand name plus keywords grown year-over-year?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Referral Rate	Do at least 20% of your new customers come to you via referrals or word-of-mouth?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

NOW WHAT?

The fun doesn't have to end...

Choose your top three areas for improvement and make the first move. Loop in your team, or tap us in for help.

Ready For Deeper Exploration?

Let's talk about turning these insights into a complete brand glow-up.

**Schedule your complimentary
Strategy Sprint with our team today!**

