



BRAND AUDIT CHECKLIST

| Visual identity | ✓ |  | ✗ | Comments |
|------------------------|--------------------------|---|--------------------------|-----------------|
| 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 suite | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Typographic hierarchy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Brand pattern | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Images | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Style guide | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Brand voice | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Tagline | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

| Website | ✓ |  | ✗ | Comments |
|--------------------------|--------------------------|---|--------------------------|-----------------|
| Domain name | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Header | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Footer | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Sidebar | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Contact page | <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"/> | |
| Email subscribe form | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

| Email | ✓ |  | ✗ | Comments |
|------------------|--------------------------|---|--------------------------|-----------------|
| Email signature | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Email newsletter | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

| Print collateral | ✓ |  | ✗ | Comments |
|-------------------------|--------------------------|---|--------------------------|-----------------|
| Business cards | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Letterhead | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Packaging | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

| Blog | ✓ |  | ✗ | Comments |
|-------------|--------------------------|---|--------------------------|-----------------|
| Headings | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Topics | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Categories | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Promotion | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

| Social media | ✓ |  | ✗ | Comments |
|---------------------|--------------------------|---|--------------------------|-----------------|
| Instagram | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Facebook | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Twitter | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Pinterest | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

| Other | ✓ |  | ✗ | Comments |
|--------------|--------------------------|---|--------------------------|-----------------|
| Order form | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Contracts | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Invoices | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Price list | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |