

BRAND AUDIT CHECKLIST



Fill in this brand checklist to evaluate what you do and don't have. Use this as a starting point to make actionable changes to elevate your brand and start showing up at the business you want to be



BRANDING	✓	✗
PRIMARY LOGO		
SECONDARY LOGO		
SUBMARK LOGO		
BRAND PATTERN		
NO MORE THAN 3 FONTS		
COLOURS (MAX 7)		
BRAND PHOTOGRAPHY		

SOCIALS	✓	✗
OPTIMISED BIO		
WEBSITE LINK(S)		
HIGHLIGHT COVERS		
CONSISTENT STYLING		
HIGH QUALITY IMAGERY		
UTILISING HASHTAGS		
SHOWING YOUR FACE		



PRINT	✓	✗
BUSINESS CARD		
GIFT/LOYALTY CARD		
WELCOME GUIDE		
UNIFORM/MERCH		
PRICE GUIDE		
EXTERNAL SIGNAGE		
SERVICE/PRICE LIST		

BONUS	✓	✗
WEBSITE		
E-MAILERS		
CONTACT FORM		
GOOGLE PROFILE		
CLICKABLE EMAIL SIG		
BRANDED STATIONERY		
SOCIAL CONTENT PLAN		



WHAT'S NEXT?

If you have any questions or need assistance, feel free to reach out at olivia@ochapmandesign.com. I hope this audit has highlighted what's working well for your brand and areas that might need extra attention. If you're ready to refresh your brand, check out my services at www.ochapmandesign.com/packages.



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 **CHAPMAN**
design