

# The Complete Brand Audit Checklist

## Is Your Brand Holding Your Business Back?

*A comprehensive 25-point assessment to identify what's working, what's not, and how to fix it*

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### How to Use This Checklist

Rate each item on a scale of 1-5:

- **5 = Excellent** (Professional, consistent, effective)
- **4 = Good** (Mostly professional with minor issues)
- **3 = Average** (Acceptable but room for improvement)
- **2 = Poor** (Looks amateur, inconsistent)
- **1 = Critical** (Actively hurting your business)

### Scoring Guide:

- **100-125 points:** Your brand is strong and professional
  - **75-99 points:** Good foundation, minor improvements needed
  - **50-74 points:** Significant improvements required
  - **25-49 points:** Complete rebrand recommended
  - **Below 25 points:** Brand is actively damaging your business
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## Section 1: Visual Identity Assessment

### Logo Design & Application

- ☐ **1. Logo Quality** - Is your logo professionally designed and memorable?
  - *Red flags: Clipart, generic fonts, looks like it was made in 5 minutes*
- ☐ **2. Logo Versatility** - Does your logo work in different sizes and contexts?
  - *Test: Print it small on a business card, large on a billboard*
- ☐ **3. Logo File Formats** - Do you have proper vector files (AI, EPS, SVG)?
  - *Red flag: Only having JPG or PNG versions*
- ☐ **4. Logo Consistency** - Is your logo applied consistently everywhere?
  - *Check: Website, social media, business cards, signage*

## Color & Typography

- ❑ **5. Color Palette** - Do you have a defined, professional color scheme?
  - *Red flag: Using random colors without a system*
- ❑ **6. Typography System** - Are your fonts consistent and professional?
  - *Red flag: Using more than 3 different fonts, Comic Sans*
- ❑ **7. Brand Guidelines** - Do you have documented brand standards?
  - *Essential for consistency across all materials*

## Visual Consistency

- ❑ **8. Photography Style** - Is your visual style consistent across platforms?
    - *Check stock photos vs. custom photography quality*
  - ❑ **9. Graphic Elements** - Do you have consistent design elements and patterns?
    - *Icons, borders, layouts should feel cohesive*
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## Section 2: Digital Presence Audit

### Website Assessment

- ❑ **10. Website Design** - Does your website look professional and modern?
  - *Red flag: Outdated design, poor mobile experience*
- ❑ **11. User Experience** - Is your website easy to navigate and fast-loading?
  - *Test on mobile devices and slow internet*
- ❑ **12. Content Quality** - Is your website content well-written and professional?
  - *Check for typos, clear messaging, calls-to-action*

### Social Media Presence

- ❑ **13. Profile Consistency** - Are all social profiles branded consistently?
  - *Same logo, colors, bio information across platforms*
- ❑ **14. Content Quality** - Do your posts look professional and on-brand?
  - *Consistent style, quality imagery, proper formatting*
- ❑ **15. Social Engagement** - Are you actively engaging with your audience?

- *Regular posting, responding to comments, community building*
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## Section 3: Marketing Materials Review

### Print Materials

- **16. Business Cards** - Do your business cards look professional and memorable?
  - *Quality paper, clear information, consistent branding*
- **17. Marketing Collateral** - Are brochures/flyers professionally designed?
  - *Consistent with digital brand, clear messaging*
- **18. Signage & Vehicle Graphics** - Does physical branding match digital?
  - *Storefront, vehicle wraps, uniforms should be cohesive*

### Digital Marketing

- **19. Email Marketing** - Are your emails professionally branded?
    - *Templates should match website design and brand colors*
  - **20. Advertising Materials** - Do ads maintain brand consistency?
    - *Online ads, print ads, video content should be cohesive*
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## Section 4: Brand Perception & Positioning

### Market Position

- **21. Competitive Analysis** - How does your brand compare to competitors?
  - *Do you look as professional as your competition?*
- **22. Target Audience Appeal** - Does your brand appeal to your ideal customers?
  - *Age-appropriate, industry-appropriate, culturally sensitive*
- **23. Brand Messaging** - Is your value proposition clear and compelling?
  - *Can customers immediately understand what you do and why choose you?*

### Professional Credibility

- **24. Trust Indicators** - Does your brand build trust and credibility?
  - *Professional appearance, testimonials, certifications displayed*
- **25. Growth Scalability** - Can your brand grow with your business?

- *Will it work in new markets, new product lines, larger scale?*
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## **Red Flags That Require Immediate Attention**

### **Critical Issues (Fix Immediately)**

- Logo looks like clip art or was made on free online tools
- Website hasn't been updated in over 2 years
- No consistent color scheme across materials
- Social media profiles use different logos/information
- Business cards look amateur or outdated

### **Professional Killers**

- Comic Sans or other inappropriate fonts
- Blurry, pixelated logos
- Inconsistent company name spelling/formatting
- No mobile-responsive website
- Generic stock photos that competitors also use

### **Competitive Disadvantages**

- Brand looks significantly less professional than competitors
  - Unclear value proposition or messaging
  - No strong visual identity to differentiate from competition
  - Outdated industry perception (looks like you're stuck in the past)
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## **Priority Action Matrix**

### **High Impact, Low Cost (Do First)**

1. Create brand guidelines document
2. Update social media profiles for consistency
3. Replace amateur logo if necessary
4. Standardize color palette across all materials
5. Update website copy for clarity

### **High Impact, Medium Cost (Do Next)**

1. Professional website redesign

2. New business cards and stationery
3. Professional photography
4. Email marketing template redesign
5. Social media content strategy

### High Impact, High Cost (Plan For)

1. Complete rebrand if score is below 50
  2. Professional video content
  3. Large signage and vehicle graphics
  4. Comprehensive marketing campaign
  5. Trade show and event materials
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## ROI Calculator: Investment vs. Returns

### Cost of Poor Branding

- **Lost customers:** Poor brand = less trust = fewer sales
- **Price pressure:** Weak brand can't command premium pricing
- **Marketing inefficiency:** Inconsistent brand wastes advertising spend
- **Employee impact:** Team less proud to represent amateur brand

### Expected Returns from Professional Branding

- **15-25% increase** in customer trust and conversion rates
- **10-20% premium pricing** capability with professional appearance
- **30-50% more effective** marketing due to consistent messaging
- **Improved employee morale** and easier recruiting

### Typical Investment Ranges

- **Brand Guidelines:** \$500-\$1,500
  - **Logo Redesign:** \$1,000-\$5,000
  - **Website Redesign:** \$3,000-\$15,000
  - **Complete Rebrand:** \$5,000-\$25,000
  - **Ongoing Brand Management:** \$1,000-\$5,000/month
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## Next Steps Recommendation

### Score 100-125: Optimization Phase

- Focus on advanced digital marketing
- Expand into new markets with confidence
- Document and protect your brand assets
- Consider trademark registration

### **Score 75-99: Enhancement Phase**

- Address specific weak areas identified
- Improve digital presence and consistency
- Invest in professional photography
- Create comprehensive brand guidelines

### **Score 50-74: Improvement Phase**

- Priority: Website and digital presence
- Standardize visual identity across all platforms
- Professional logo refinement or redesign
- Employee brand training

### **Score 25-49: Transformation Phase**

- Complete rebrand recommended
- Start with logo and core visual identity
- Rebuild website from scratch
- Comprehensive marketing material overhaul

### **Score Below 25: Emergency Phase**

- Brand is actively damaging business
- Immediate professional intervention needed
- Stop all current marketing until brand is fixed
- Consider this a business-critical investment

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## **Free Consultation Offer**

**Scored below 75?** We offer a free 30-minute consultation to discuss your specific brand challenges and create a customized improvement plan.

### **Ready to transform your brand?**

- Email: [siggraphix17@gmail.com](mailto:siggraphix17@gmail.com)

- Phone: +263 719 194 884
  - Website: [Your Website]
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*This checklist was created by Sig Graphics, specialists in minimalist design that delivers maximum impact. We've helped 50+ businesses across Zimbabwe, South Africa, and internationally transform their brands for measurable business growth.*