

# Brand Audit Checklist

Use check list below to audit your brand

## Core Identity



Purpose

Vision

Mission

Positioning

## Verbal Identity



Tagline

Value Proportion

Voice Tone

## Email



Company Email

Signup / Newsletter

## Print Material



Business Card

Letter Head

Packaging

Brochure

## Visual Identity



Logo

Color

Font

Pattern

Look & Feel

Style Guide

## Website



Domain Name

Design

## Social Media



Instagram

Facebook

Twitter

Youtube

LinkedIn

Any Other