

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

