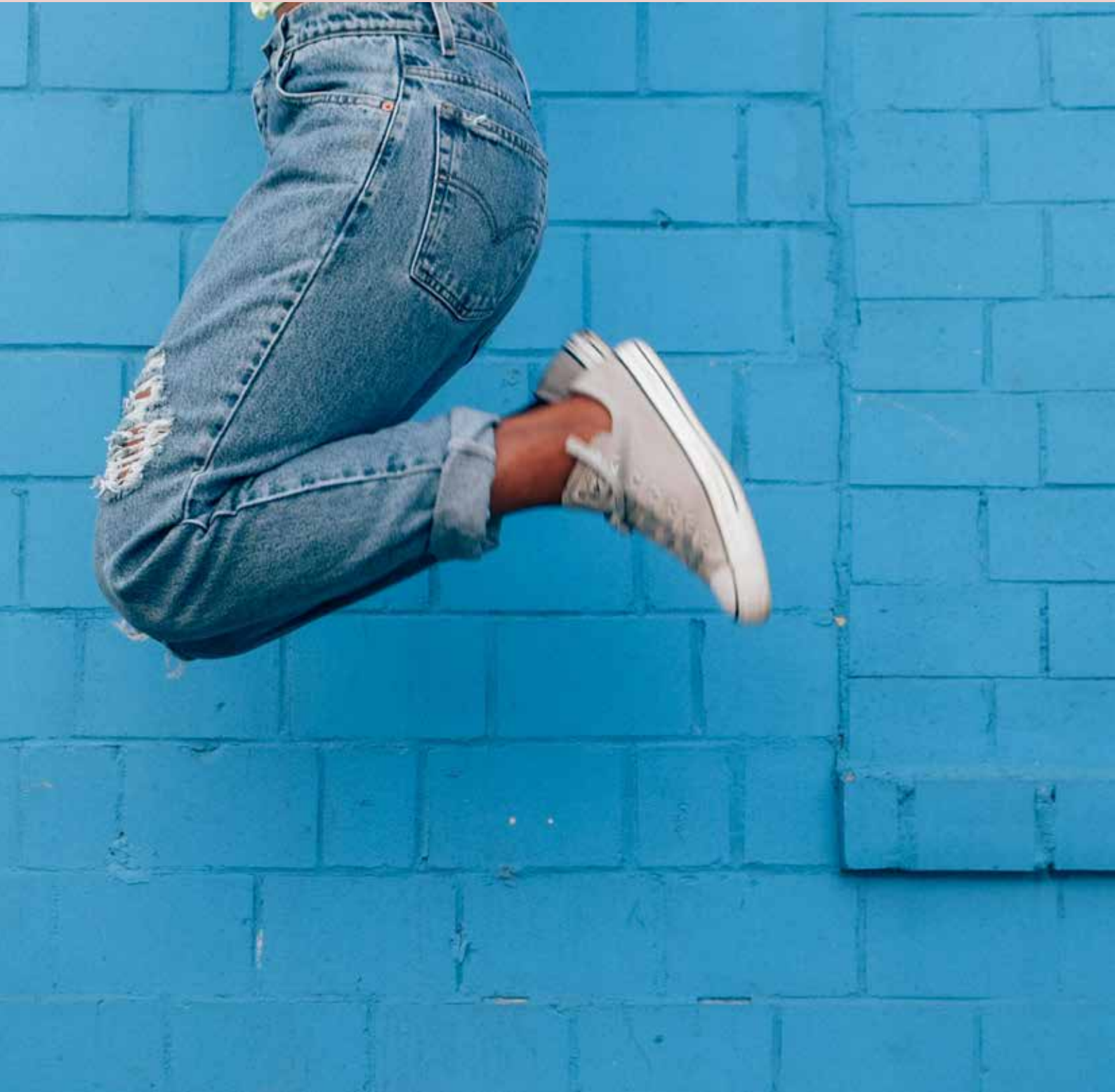


FREEBIE

# Brand Audit Checklist



# Brand Audit Checklist

Use the checklist below to audit your brand

## Visual identity



- Logo
- Secondary logo(s)
- Brand colours
- Typography suite
- Typographic hierarchy
- Brand pattern
- Images
- Style guide
- Brand voice
- Tagline

## Website



- Domain name
- Header
- Footer

## Email



- Email signature
- Email newsletter
- Sign up forms

## Print Material



- Business cards
- Letterhead
- Packaging

## Social media



- Instagram
- Facebook
- Twitter
- Youtube
- Pinterest
- Linkedin

## Other



- Order forms
- Invoices
- Contract
- Price list