

Branding Health Checklist

You know you need to look consistent across all of your customer touch points.

Use this checklist to assess how well you're doing and address any areas where you're not looking great and on brand.

Consider:

Consistency: does everything match and are you using your brand effectively?

Legibility: is your logo sharp and text readable?

Colour: does online match as closely as possible to offline?

----- Quality rating: 1 poor / 10 excellent -----

| LOCATION OF LOGO/BRAND | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------------------------|---|---|---|---|---|---|---|---|---|---|----|
| Social Media | | | | | | | | | | | |
| LinkedIn | <i>Don't forget to check: profile banner social posts</i> | | | | | | | | | | |
| Instagram | | | | | | | | | | | |
| Facebook | | | | | | | | | | | |
| Twitter (X) | | | | | | | | | | | |
| TikTok | | | | | | | | | | | |
| YouTube | | | | | | | | | | | |
| Pinterest | | | | | | | | | | | |
| Online | | | | | | | | | | | |
| Adverts | <i>Don't forget to check: pop ups landing pages networking groups contact forms calendars</i> | | | | | | | | | | |
| Blog | | | | | | | | | | | |
| Website | | | | | | | | | | | |
| Affiliate websites | | | | | | | | | | | |
| Newsletters | | | | | | | | | | | |
| Google Business Listing | | | | | | | | | | | |
| Email Footer | | | | | | | | | | | |
| Stationery | | | | | | | | | | | |
| Business Card | <i>Don't forget to check: comp slips accounting software vouchers</i> | | | | | | | | | | |
| Letterhead | | | | | | | | | | | |
| Invoices | | | | | | | | | | | |
| Marketing | | | | | | | | | | | |
| Leaflets | <i>Don't forget to check: packaging labels freebies</i> | | | | | | | | | | |
| Brochures | | | | | | | | | | | |
| Adverts | | | | | | | | | | | |
| Pull-up Banners | | | | | | | | | | | |
| Merchandise | | | | | | | | | | | |
| Apparel | | | | | | | | | | | |
| Other | | | | | | | | | | | |
| Signage | <i>Can you think of any other areas where your brand appears?</i> | | | | | | | | | | |
| Vehicles | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| | | | | | | | | | | | |

The power of visual consistency is incredible and makes your and your business credible!