

Your Brand Audit Checklist!

Use this quick checklist to see if your brand is clear, consistent, and working hard for you and your business.

✓ **YES** if you're confident.

✓ **NO** if you're not sure.

(that's a gap worth fixing)

YES **NO**

1. POSITIONING & CLARITY

(Do people understand you?)

People understand what we do and who it's for within a few seconds.

Our value is clear and doesn't sound like everyone else in our market.

We can explain our brand in one or two simple sentences.

If this isn't clear, visuals won't fix it.

2. VISUAL IDENTITY

(Does your brand look intentional?)

Our visual identity feels professional and aligned with our positioning.

Colours, typography, and style are used consistently.

Our brand looks credible next to our main competitors.

This is about perception, not taste.

3. WEBSITE & CONVERSION

(Does your brand help people take action?)

Our website clearly guides visitors to the next step (contact, book, buy).

The experience is clear and works smoothly on mobile and desktop.

Our website helps costumers find and choose us.

A brand that doesn't convert is just decoration.

4. MESSAGING & TRUST

(Does your brand sound like you everywhere?)

Our tone of voice is consistent across website, emails, and content.

People understand what makes us different.

Our brand feels confident and trustworthy, not generic or forced.

Trust comes from coherence and consistency.

5. BRAND TOOLS & EXECUTION

(Can you actually use your brand properly?)

We have a brand guide to apply our strategy and identity consistently.

We use templates (social, presentations, proposals, etc.) aligned with our brand.

Our brand files are organised and easy to use or share.

When execution is hard, consistency always breaks.

MOSTLY YES

Your brand is on track and may benefit from further improvement.



MIXED YES/NO

Your brand has potential, but it's holding your business back.



MOSTLY NO

Your brand is costing you trust and opportunities.



This checklist is just the starting point!

For the entire month of February, we're offering a **Free 30-minute Brand Audit** (normally valued at €150)!

In 30 minutes, we'll review your brand together and show you where you can gain clarity, consistency, and growth.

BOOK YOUR AUDIT

Think *Bold*. Design Better.

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