CAPITAL CFO+

# CAPITAL CFO+ FREE RESOURCE

## BRAND AUDIT CHECKLIST

# Brand Audit Checklist

Use this self-assessment checklist to evaluate how consistent, clear, and effective your brand is across various channels. This will help you spot gaps and improve your brand's overall identity and impact.

**1. Visual Identity**

- o Logo is clear, professional, and scalable (works on web, print, social).
- o Brand colors are consistently used.
- o Fonts align with brand personality and are consistently used.
- o Imagery (photos, illustrations) aligns with brand tone.
- o Favicon and mobile icon are set up and branded.

**2. Website**

- o Website clearly communicates who you are and what you do.
- o Homepage has a strong headline and call-to-action.
- o Pages are easy to navigate and mobile-friendly.
- o Contact info is easy to find.
- o Branding is consistent across all pages.

**3. Social Media Presence**

- o Profile and cover images match branding.
- o Bio/description is clear and includes keywords.
- o Voice and tone are consistent across posts.
- o Content aligns with brand values.

- o Posting regularly and engaging with followers.

**4. Messaging & Content**

- o Brand voice is defined and used consistently.
- o Tagline and mission statement are clear.
- o Headlines and CTAs are strong and purposeful.
- o Content reflects core values and services.
- o Grammar and spelling are error-free.

**5. Customer Experience**

- o Brand values are reflected in how you interact with customers.
- o Email communications match your tone and branding.
- o Onboarding and support materials are branded and clear.
- o Testimonials and reviews align with your brand promise.

**6. Score Yourself**

Give yourself a score from 1 (needs work) to 5 (excellent) for each section:
- Visual Identity: ___/5
- Website: ___/5
- Social Media: ___/5
- Messaging & Content: ___/5
- Customer Experience: ___/5

Total Score: ___/25

Noticed some gaps in your brand? Let's work together to strengthen your strategy, reach out today.