Logo Audit Template

Use this visual identity checklist to audit your current visual assets.

Visual Identity	Check
Logo	
Secondary logo	
Logo use and compliance guide	
Color palette	
Typography suite	
Branded patterns and/or textures	
Design assets and imagery	
Tagline or catchphrase	
Brand guidelines	

Print Materials	Check
Business cards	
Stationary	
Packaging	
Signage	
Merch, swag, and apparel	

Website

	Check
Domain name	
Host site	
Header and footer	
Site-wide graphics	
Blog	

Social Media

	Check
Facebook	
Instagram	
X (formerly Twitter)	
YouTube	
Pinterest	
LinkedIn	
TikTok	

Email

	Check
Address	
Internal signature	

Other	
	Check
Order forms	
Invoices	
Contracts	
Newsletters and bulletins	
Headshots	

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