

Brand Consistency Audit Checklist

This checklist is designed to help you evaluate the consistency of your brand across all touchpoints. It covers a range of areas, from target audience to customer perception, ensuring your brand message is clear, and unified, and engages the right people.

Why is brand consistency important?

A consistent brand is instantly recognisable and trustworthy, and it builds lasting relationships with your audience. It creates a clear and memorable impression, allowing you to stand out from the competition. This checklist is a valuable tool for identifying areas for improvement and strengthening your overall brand presence.

Target Audience

- ☐ Is the target audience clearly defined?
- ☐ Have Buyer Personas been developed?
- ☐ Do the customer profiles match the demographics of the website traffic?
- ☐ Do the customer profiles match the demographics on social media?

Company Culture & Brand Perception

- ☐ How would you describe our brand?
- ☐ What is the brand's vision?
- ☐ What problem does our brand solve for customers?
- ☐ How do you deliver on our brand's promise?
- ☐ What keeps you from delivering on that promise?
- ☐ What one thing would you do to improve our brand?

Public Perception

- ☐ How well-known is the brand?
- ☐ What searches do people conduct about the brand?
- ☐ How do Reddit and social media users describe the brand?
- ☐ What problem does this brand solve?
- ☐ How does this brand want to make people feel?

Customer Perception

- ☐ What words do customers use to describe the brand?
- ☐ What problem does the brand solve?
- ☐ How does the brand make customers feel?
- ☐ Why would customers recommend this brand to their friends and family?
- ☐ What does the brand's logo make them think of?
- ☐ How good is this brand's customer service?
- ☐ How could the brand improve customer service according to customer feedback?

Printed Materials

Review your business logo, brochures, sales sheets, product packaging, letterhead, business cards and print advertisements. Are all of these elements consistent in terms of design, colour and tone of voice? How effectively does each piece target your intended market?

- ☐ Is your brand voice distinct and consistent?
- ☐ Does your personality come across in the tone and style of your design and copy?
- ☐ Are your writing and design style guides up to date?
- ☐ Think about the overall experience of your public-facing communications. Do they balance technical information with emotional content and presentation?
- ☐ Are you communicating the tangible value your company offers to its target audiences?
- ☐ Are you communicating in a way that resonates with and is relevant to your audiences?
- ☐ Do your communications immediately convey the reason for choosing your company, or do they look and sound just like those of your competition?
- ☐ Are the tone and style of your design and message consistent and on-brand?
- ☐ Do your communications clearly and directly address each target audience and their unique needs, wants and challenges?
- ☐ How often do you communicate with your target audiences? Is this enough to stay top of mind?
- ☐ Are you communicating with your audiences through the channels of their choice?
- ☐ Does each of your communications have a clear call to action, spelling out precisely the next step you want your audiences to take?

Digital Materials

Review your your online presence, including your business website, email marketing messages and newsletters, social media profiles and content marketing pieces. Are all of these elements consistent in terms of design, colour and tone of voice? How effectively does each piece target your intended market?

- ☐ Think about the overall experience of your public-facing communications. Do they balance educational information with inspirational and evocative content?
- ☐ Are you communicating the tangible value your company offers to its target audiences?
- ☐ Are you communicating in a way that engages with and is relevant to your audiences?
- ☐ Do your communications immediately convey the reason for choosing your company, or do they look and sound just like those of your competition?
- ☐ Are the tone and style of your design and message consistent and on-brand?
- ☐ Do your communications clearly and directly address each target audience and their unique needs, wants and challenges?
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