

LOGO BRAND AUDIT CHECKLIST

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Performing a brand audit will help you determine your brand's current effectiveness in the marketplace. Here is a checklist of materials for building your brand.

VISUAL IDENTITY

Logo	
Secondary Logo	
Logo Usage Guide	
Color Palette	
Typography Suite	
Brand Pattern/Texture	
Images	
Tagline	
Style Guide	

WEBSITE

Domain	
Hosting	
Header	
Footer	
Graphics	
Blog	

EMAIL

Address	
Signature	
Newsletter	

PRINT MATERIALS

Business Cards	
Letterhead	
Packaging	
Envelopes	
Signage	
Apparel	

SOCIAL MEDIA

Facebook	
Instagram	
Twitter	
YouTube	
Pinterest	
LinkedIn	

OTHER

Order Forms	
Invoices	
Contracts	
Newsletter	
Price List	
Headshots	

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