

— F R E E R E S O U R C E —

BRAND IDENTITY CHECKLIST

Audit Your Brand Across Every Touchpoint

Your brand is more than a logo — it is the entire experience someone has with your organization. Use this checklist to audit where your brand is strong and where it needs attention. Mark each item as Complete, In Progress, or Not Started.

VISUAL IDENTITY		
☐	We have a primary logo and at least one approved alternate version.	Status: _____
☐	Our color palette is defined with exact HEX, RGB, or Pantone codes.	Status: _____
☐	Our typography (fonts) is documented with specific usage guidelines.	Status: _____
☐	Logo usage rules (size, spacing, backgrounds) are written and shared.	Status: _____
☐	We have a brand style guide that team members and vendors can reference.	Status: _____
VERBAL IDENTITY		
☐	We have a written mission statement that is current and actively used.	Status: _____
☐	Our tagline is consistent across all platforms and communications.	Status: _____
☐	Our brand voice (tone, language, personality) has been defined.	Status: _____
☐	We have approved language for how we describe what we do.	Status: _____
☐	Key messages for different audiences (members, community, partners) are documented.	Status: _____
DIGITAL PRESENCE		
☐	Our website reflects our current brand — visually and in content.	Status: _____
☐	Social media profiles use consistent profile images, handles, and bios.	Status: _____
☐	Email signatures follow a standardized format across the team.	Status: _____
☐	Digital assets (presentations, templates, graphics) match our brand.	Status: _____
☐	We have a process for approving content before it's published externally.	Status: _____
PRINT & COLLATERAL		
☐	Printed materials (flyers, programs, letterhead) follow brand standards.	Status: _____
☐	We use brand-compliant templates for recurring print needs.	Status: _____
☐	Event signage and materials are consistent with our visual identity.	Status: _____



☐	Promotional items and merchandise are reviewed against brand standards.	Status: _____
☐	Outdated or off-brand materials have been retired or replaced.	Status: _____

PRIORITY ACTION FRAMEWORK

After completing the audit, use this framework to prioritize your next steps:

IMMEDIATE (30 days)	Any unchecked item that is currently visible to your external audience (website, social media, event materials). These create inconsistency right now.
SHORT-TERM (90 days)	Internal documentation gaps — style guides, brand standards, template libraries. These don't affect your audience today but will prevent long-term consistency.
STRATEGIC (6 months)	Brand evolution — rebrand considerations, new visual identity, comprehensive brand refresh. These are larger investments that require planning, budget, and external support.

READY TO GO DEEPER?

This resource is just the beginning. Here's how to take the next step:

 Questions? hello@alwaysinharmony.com General inquiries & resources	 Free 30-Min Consult Book at alwaysinharmony.com No commitment required	 Department Support strategy@alwaysinharmony.com Strategy & customized solutions
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