

DIY Brand Audit Checklist

Use this checklist to take an honest look at your current brand. Work through each section, mark what feels strong, and highlight areas that need improvement. Your answers will help you decide whether you need a light refresh or a full brand identity update.

1. Visual Identity

- Your logo is clear and legible at small sizes (social icons, mobile, etc.).
- You have logo variations (primary, stacked, icon) and know when to use each.
- Your color palette feels intentional and is used consistently.
- Your fonts are limited to a clear system (headlines, subheads, body).
- Your visuals reflect the mood and personality you want your brand to have.

2. Messaging & Positioning

- You can clearly state who you serve and what problem you solve.
- Your tagline or main phrase communicates your value or difference.
- Your core offers are easy to understand at a glance.
- Your tone of voice feels consistent across your website, emails, and social.
- Your message speaks directly to your ideal client's needs and language.

3. Brand Experience & Consistency

- Your brand feels the same across all touchpoints (website, IG, FB, email, print).
- You use the same (or very similar) colors, fonts, and style in your graphics.
- Your photos support your brand story and don't feel random or off-brand.
- Your client experience (from first touch to booking) feels aligned with your visuals.
- You could remove your logo, and people would still recognize your brand's look.

4. Online Presence

- Your website design matches your brand colors, fonts, and overall style.
- Your social media graphics are cohesive and not using clashing templates.
- Your profile photos and cover images feel intentional and up to date.
- Your bio/'about' sections across platforms tell a consistent story.
- Links and CTAs across platforms guide people to the right next step.

5. Strategy & Alignment

- Your brand visuals match the audience you want to attract.
- Your pricing and packaging feel aligned with how your brand looks and sounds.
- You have clear goals for what you want your brand to help you achieve.
- You know what makes you different from others in your space.
- You can describe your brand in 3–5 words (for example: modern, warm, confident).

6. Reflection & Next Steps

- List 3 things you feel are working well in your brand right now.
- List 3 areas that feel inconsistent, outdated, or off-brand.
- Based on this checklist, do you need a light refresh or a full rebrand?
- What's the first brand touchpoint you'd like to improve (logo, colors, website, social, etc.)?
- What support do you need next (DIY tweaks, a brand refresh package, or a full brand identity project)?

Tip: Revisit this brand audit at least once a year as your business grows. If you discover that your visuals and messaging no longer match where you're headed, it may be time to invest in a refreshed or elevated brand identity.