

Brand Consistency Checklist

Use this checklist to evaluate the consistency and memorability of your brand across all channels. Answer each question honestly to identify strengths and areas for improvement.

Visual Identity

- ☐ Our logo is used consistently across all platforms.
- ☐ Our brand colors and fonts are uniform in all materials.
- ☐ Our images and graphics align with our brand personality.
- ☐ Our website, social media, and print materials have a cohesive look.

Messaging and Voice

- ☐ Our tone of voice matches our brand personality (friendly, professional, inspiring, etc.).
- ☐ Our mission and values are clearly communicated in our messaging.
- ☐ We use consistent taglines or key phrases across campaigns.
- ☐ Our copywriting feels authentic and resonates with our audience.

Content and Marketing

- ☐ Our content aligns with our brand promise and values.
- ☐ We maintain consistency in post frequency and style.
- ☐ Each marketing channel (email, social, web) delivers a consistent experience.
- ☐ We regularly review and update brand materials for accuracy.

Customer Experience

- ☐ Our brand values are reflected in how we interact with customers.
- ☐ Customer service responses match our brand tone and attitude.
- ☐ Our packaging, signage, and digital presence all reinforce our brand identity.
- ☐ Feedback is used to strengthen brand perception and trust.

Internal Alignment

- ☐ All team members understand our brand mission and message.
- ☐ Employees represent the brand consistently in communication and behavior.
- ☐ We provide training or guidelines on how to apply brand standards.
- ☐ There is a documented brand guide or style manual available to staff.

Scoring and Next Steps

Review each item and select all that apply. The more boxes you check, the more consistent your brand is. Focus on unchecked items to strengthen your brand identity. Revisit this checklist quarterly to ensure your brand remains cohesive and memorable.



Logo Design Delivery Checklist

When ordering a new logo, make sure your designer provides all the variations and file formats listed below.

This ensures your logo looks great everywhere — online, in print, and on products.

Logo Variations

- ☒ Full logo (icon + text)
- ☒ Icon only (symbol mark)
- ☒ Wordmark only (text only)
- ☒ Horizontal layout (icon and text side by side)
- ☒ Vertical or stacked layout (icon above text)
- ☒ Color versions:
 - Full-color (brand colors)
 - Black version
 - White version
 - Grayscale version
 - Transparent background version

File Formats

File Type	Purpose	Notes
.AI (Adobe Illustrator)	Master vector file	Fully editable, used for future edits
.EPS	Print production	Industry-standard vector file for printers
.PDF	Print-friendly	High-quality and easy to view
.SVG	Web and digital use	Scalable and ideal for websites
.PNG	Web use	Transparent background, ideal for digital
.JPG / JPEG	General use	Good for documents and email

Additional Deliverables

- ☒ Favicon (for browser tab)
- ☒ Social media profile versions (correct sizes for each platform)
- ☒ Brand color palette (include HEX, RGB, and CMYK codes)
- ☒ Font list (typefaces used in the logo)
- ☒ Logo usage guide or brand style sheet

