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CHECKLIST

Brand consistency audit

In a company with several departments, a brand drifts apart quietly. Marketing has a new template, sales an old presentation, and the warehouse prints labels with a logo from years ago. This checklist shows the scale of it in an hour.

TIME	WHO IT'S FOR	INSIDE
60 minutes	Marketing, with help from every department	23 statements in 5 sections

Online version that adds up the score for you: fluo.studio/knowledge-base/tools/brand-consistency-audit/

Before you start

A single file rarely shows the problem. A sales rep's proposal looks fine, and so does the board's presentation. The differences only show when the materials lie side by side: three shades of green, two versions of the logo, four email signatures.

Every ticked statement marks a place where customers see a different company from the one you want them to see. Looking for someone to blame won't help. People make materials their own way when they don't have templates or don't know where to find them.

HOW TO USE IT

1. Ask each department for three things that recently went out to customers. Say why you're collecting them, and ask for everyday examples, not the best ones.
2. Lay them out side by side, on a table or a large screen, and go through the list.
3. Count the ticks. The section with the most is the first place to tidy up.

01 Logo and files

Ticks _____ of 5

- [ ] The materials contain at least two different versions of the logo.
- [ ] The logo is sometimes stretched, cropped or placed on a background where it gets lost.
- [ ] In the last month, someone asked for the logo "in better quality".
- [ ] There's no single place where everyone downloads the current files.
- [ ] Subcontractors and printers get files from whoever they happen to ask.

FROM 2 TICKS

Start with the files: one folder with the current logo in every version and a short note on which file is for what. It's the cheapest fix on the whole list.

02 Colours and type

Ticks _____ of 4

- [ ] The brand colour comes in several shades, depending on who made the material.
- [ ] Documents and presentations use at least three different typefaces.

- [ ] Printed colours differ from the website more than the paper can explain.
- [ ] Nobody knows when to use the secondary colours, so everyone picks their own.

FROM 2 TICKS

The rules are missing or nobody knows them. Write down the colours in every format (CMYK, RGB, HEX, Pantone) and two or three typefaces, with a substitute for Word and PowerPoint. It all fits on one page.

03 Proposals and sales

Ticks _____ of 5

- [ ] Proposals from different departments have different layouts and different footers.
- [ ] Several versions of the company presentation are in circulation and nobody knows which is current.
- [ ] Email signatures vary from person to person: different logos, different details, banners from years ago.
- [ ] The catalogue or price list looks different from the website.
- [ ] Sales reps rework the templates themselves because the original doesn't fit their work.

FROM 2 TICKS

The team needs templates it can use without a designer: a proposal, a presentation and an email signature in the software people use every day. A template that needs design software will end up as a screenshot in Word anyway.

04 Website and social media

Ticks _____ of 4

- [ ] The website lists different products, services or contact details from the printed materials.
- [ ] The posts look as if several different companies made them.
- [ ] Profiles on Google, LinkedIn and other sites have different logos, descriptions or photos.
- [ ] Photos on the website and social media come from different stock libraries and have nothing in common.

FROM 2 TICKS

Start with the profiles: it's a few hours' work, and customers often see them before the website. For posts, templates and one rule for choosing photos will help.

05 Spaces, products and people

Ticks _____ of 5

- [ ] Building signage, vehicles or workwear carry an old version of the logo.
- [ ] Packaging or labels follow different rules from the rest of the brand.
- [ ] The trade fair stand is designed from scratch every year, with no common thread.
- [ ] Nobody in the company is responsible for how the brand looks across its materials.
- [ ] New employees get “whatever's on the drive” instead of rules and templates.

FROM 2 TICKS

The brand has no owner. Appoint someone who approves new materials and knows where the files are, and list the places where the brand appears. Plan to replace signage and packaging as they wear out naturally.

Your score

Total ticks _____ of 23

0–4 TICKS

The brand holds together

Fix the odd tick straight away. Repeat the audit in a year or after a big change: a new product, a trade fair, a new department.

5–11 TICKS

The brand is drifting in a few places

This is typical of a company that grows faster than its rules. Start with the section with the most ticks. Usually it's enough to have the files in one place, templates for the team and someone who looks after them.

12–23 TICKS

Every department has its own brand

Customers see several companies instead of one. Start the tidy-up with rules and with the person who will look after them. Take the rebranding test too, because differences this big often raise the question of the logo itself.

Would you rather go through the results with someone who does this every day?

In the first call we'll tell you plainly whether we can help. If we can, you'll know before we start what we'll do, in what order and when.

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ONLINE VERSION
fluo.studio/knowledge-base/tools/brand-consistency-audit/