

# BRAND CONSISTENCY CHECKLIST

## 27 Essential Touchpoints to Audit Your Brand Identity

Strong brands aren't built on luck—they're built on consistency. This checklist helps you identify gaps in your visual identity, messaging, and customer touchpoints. Check each item that's currently true for your brand, then tally your score at the end.

### HOW TO USE THIS CHECKLIST

- Check each box where your brand is currently consistent
- Leave unchecked where you have gaps or inconsistencies
- Total your score at the end to see where you stand

### CATEGORY 1: VISUAL IDENTITY

- ■ Logo displays correctly at small sizes (social media avatars, favicons, mobile apps)
- ■ Primary brand colors have documented hex codes, RGB values, and usage guidelines
- ■ Typography hierarchy is consistent across all platforms (headings, body, captions)
- ■ Photography style follows a clear aesthetic direction (lighting, composition, editing)
- ■ Video content maintains consistent color grading and visual treatment
- ■ Icons and graphic elements follow a unified design system
- ■ Templates exist for recurring visual needs (social posts, presentations, proposals)
- ■ Brand guidelines document is up-to-date and accessible to all team members
- ■ Logo has proper clear space rules and appears consistently sized across materials

### CATEGORY 2: MESSAGING & VOICE

- ■ Tagline or mission statement is consistent across all platforms
- ■ Core value proposition is communicated the same way everywhere
- ■ Social media bios align with website messaging (no conflicting descriptions)
- ■ Email signature matches brand voice and includes consistent contact information
- ■ About page story aligns with how team members describe the company verbally
- ■ Tone of voice guidelines exist (formal/casual, technical/accessible, etc.)
- ■ Micro-copy (button text, error messages, CTAs) reflects brand personality
- ■ Team members can articulate what the brand stands for in their own words
- ■ Customer-facing communications avoid jargon inconsistent with brand positioning

## CATEGORY 3: TOUCHPOINTS & EXPERIENCE

- ■ Website navigation and user flow reflects brand priorities and values
- ■ Checkout or contact forms use brand-aligned language and design
- ■ Email marketing templates match website design and brand colors
- ■ Physical materials (business cards, packaging) align with digital presence
- ■ Social media cover images and pinned posts communicate core message
- ■ Customer service responses follow documented tone and messaging guidelines
- ■ Onboarding experience (if applicable) introduces brand values and personality
- ■ Review responses and community engagement maintain consistent voice
- ■ Sales presentations and pitch decks use current brand assets and messaging

## YOUR BRAND CONSISTENCY SCORE

### 23–27 CHECKS: BRAND CHAMPION

Your consistency is exceptional. Minor optimization opportunities remain.

### 18–22 CHECKS: STRONG FOUNDATION

You're mostly aligned, but gaps exist in 1–2 key areas that could confuse customers.

### 12–17 CHECKS: INCONSISTENT PRESENCE

Your brand lacks cohesion. Customers receive mixed messages about who you are.

### 0–11 CHECKS: BRAND CRISIS

Major inconsistencies undermine trust and recognition. Immediate strategic intervention needed.

## WHAT'S NEXT?

Identified gaps in your brand consistency? You're not alone. Most brands struggle to maintain cohesion across growing teams and expanding touchpoints.

At Fine Scene Productions, we help brands create systematic visual strategies that scale. From brand guidelines to strategic photography and web design, we ensure every touchpoint resonates with authenticity and purpose.

**Ready to close the gaps? Let's talk about building a brand that's unmistakably, consistently you.**

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