

BRAND AUDIT CHECKLIST

*another free resource for stretched-thin, do-it-all,
mission-minded communicators from your friend at Collective Reach*

auditing your brand

Your brand touches nearly every aspect of your organization. To be effective, your brand must be consistent across channels and in alignment with your organization's core purpose. Use this checklist to quickly evaluate your brand. Because it evolves over time (and because things can get messy when you're not paying attention), I recommend auditing your brand once every 12-18 months. Check out [this post](#) for more information about the anatomy of a nonprofit brand.

-Reanna
Founder, Collective Reach



NEED HELP WITH YOUR BRAND?
get more done with someone who gets you.

From logos and fonts to messaging and vocabulary, I can help align your brand with your organization's core identity. Contact me at reanna@reannak.com or visit collective-reach.com to learn more.

brand audit for: _____

your core identity

date

<i>Check the status of each item, make notes on what may need improvement</i>	Nonexistent or undefined - create	Outdated, inconsistent or unclear - refine	In good shape	Notes
Mission statement - what you do				
Vision statement - why you do it				
Core values - how you do what you do				
Positioning statement				
Audience descriptions/personas				
Other: (founding story, history, etc.)				

messaging and verbal elements

<i>Check the status of each item, make notes on what may need improvement</i>	Nonexistent or undefined - create	Outdated, inconsistent or unclear - refine	In good shape	Notes
Tagline				
Name usage - for the organization and its programs, subsidiaries, etc.				
Voice and tone				
Grammar and style				
Vocabulary - how you reference particular issues, groups of people or other words and phrases common for your organization.				
Key messages and brand stories - other boilerplate stories and messages you use frequently to describe your organization				

visual elements

<i>Check the status of each item, make notes on what may need improvement</i>	Nonexistent or undefined - create	Outdated, inconsistent or unclear - refine	In good shape	Notes
Logo and its variations				
Color palette				
Fonts and typography				
Patterns, icons and illustrations				
Photography style				
Other (ex.:particular Instagram filters, web design guidelines, video and motion graphic elements or guidelines, etc.)				

brand style guide

<i>Do you have a brand style guide that brings these elements together to guide your communications?</i>	Nonexistent or undefined - need to create	Out of date, inconsistent or unclear - refine	In good shape	Notes
brand style guide				