








THE BRAND AUDIT CHECKLIST BY AT FIRST BLINK

Visual identity	✓		✗	Comments
Logo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Secondary logo(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Brand colours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Typography suite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Typographic hierarchy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Brand pattern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Images	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Style guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Brand voice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Tagline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Website				
	✓		✗	
Domain name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Header	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Footer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sidebar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Contact page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
About page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Services / Products page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Email subscribe form	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Email				
	✓		✗	
Email signature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Email newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Print collateral	✓		✗	Comments
Business cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Letterhead	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Blog				
	✓		✗	
Headings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Topics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Categories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Social media				
	✓		✗	
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pinterest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other				
	✓		✗	
Order form	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Contracts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Invoices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Price list	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	