

Business Brand Consistency Checklist

A quick self-audit to help your business look clear, credible and consistent.

How to use it: Tick each statement that is true for your business, then total your score.



1. BRAND CLARITY

- ☐ It is immediately clear what my business offers.
- ☐ My ideal clients can recognise that my services are for them.
- ☐ I can explain what makes my business different in one sentence.
- ☐ My core values are reflected in how the business communicates.

2. VISUAL IDENTITY

- ☐ I use the same logo, colours and fonts across all materials.
- ☐ My graphics, proposals and documents look professional.
- ☐ My visual identity reflects the quality of my services.
- ☐ I have current, high-quality versions of my brand assets.

3. MESSAGING

- ☐ My business description is clear and consistent everywhere.
- ☐ My tone of voice is professional and recognisable.
- ☐ My services and areas of specialisation are described consistently.
- ☐ My calls to action clearly tell potential clients what to do next.

4. ONLINE PRESENCE

- ☐ My website, LinkedIn and Google profile use current information.
- ☐ My contact details are identical across every platform.
- ☐ My website and marketing emails feel like the same brand.
- ☐ My content consistently reinforces what I want to be known for.

5. CLIENT EXPERIENCE

- ☐ Enquiries receive a prompt and professional response.
- ☐ My quotations, invoices and onboarding materials are consistent.
- ☐ I deliver the standard of service my brand promises.
- ☐ I actively collect reviews and feedback from satisfied clients.

YOUR BRAND CONSISTENCY SCORE

_____ / 20

16-20 Strong foundation - maintain consistency
10-15 Good progress - address the visible gaps
0-9 Your brand needs a clearer foundation

YOUR NEXT PRIORITY
