THE ULTIMATE

DIY Brand Audit

CHECKLIST

lrg**DESIGNS**✳

Evaluate and Enhance Your Brand in **5 Easy Steps!**

Hey there, DIY-er! This step-by-step checklist will help you figure out what's working, what's not, and where your brand might be screaming, "Help me!"

Plus some tips to fix those mistakes (or at least point you in the right direction).

LET'S GET STARTED

Visuals: Is your brand cute or chaotic?

It's time to take a good, hard look at your visuals.

LOGO

* Is it giving timeless "wow" or dated "meh"?

* Does your logo have versatile variations or is it stuck trying to fit into spaces it clearly wasn't designed for?

COLORS

* Does your color palette make sense together and have consistency across all platforms?

* Have you checked color contrast for readability (especially for text over backgrounds).

FONTS

* Do your fonts match your brand's vibe or are you using 12 different fonts just for the fun of it?

* Have you established a clear system for font sizes and weights (e.g., headings, subheadings, body text)?

IMAGERY

* Do your photos and graphics say, "professional," or "made this on my phone at 2 AM"?

* Have you defined your brand's aesthetic? (ie. light and airy, bold and vibrant, or moody and dramatic)

Fix Tip: Create a little "rulebook" (AKA a brand board) with your key visuals, so every piece of content looks like it's from the same brand.

Messaging: What Are You Even Saying?

Your words matter (a lot).

BRAND VOICE

✳ Is it playful? Warm? Professional? Does it even match the vibe you're going for? Write down 3-5 adjectives that describe your brand's tone.

✳ Are you using consistent terminology that works with your industry? (ie. "clients" vs "customers")

ELEVATOR PITCH

✳ Can you explain what you do in under 10 seconds without sounding like a robot?

✳ Does your pitch highlight what makes you unique or different from others in your industry?

CORE VALUES

✳ Do your audience and your grandma both understand what you stand for?

✳ Are you practicing what you preach? For example, a value like "community" doesn't mean much unless you show how you live it (ie. partnerships, social impact projects, or supporting local businesses).

Fix Tip: If your messaging is all over the place, sit down, sip your coffee, and write out what you actually want people to feel about your brand.

Website: Your 24/7 Salesperson

Your website is either working for you or against you—there's no in-between.

NAVIGATION

✳ Make your nav bar easy to skim through—limit it to 5-6 options max, this isn't the Cheesecake Factory menu!

✳ Are your labels short and sweet? "Contact" is fine; "Reach Out to Our Visionaries" is not.

MOBILE FRIENDLINESS

✳ Remember, half your visitors are probably scrolling with their thumbs.

✳ Do your buttons fall where thumbs would naturally go? Nobody wants to do a thumb workout to view your site!

CONTENT

✳ Do your visuals, copy, and CTAs (calls to action) look like they were made for the same business?

✳ Does your site have visual breaks? Mix in images, headers, and white space. Endless text blocks = instant nap.

LOADING TIME

✳ If it takes longer than 3 seconds to load, people are out.

✳ Are you using tools like Google PageSpeed to see if your site is slacking? (If you're not, you should be!)

Fix Tip: Check your site on all platforms right now (desktop, tablet and mobile). If they're a hot mess, you've got homework.

Audience Alignment: Are You Talking to the Right People?

Ask yourself these questions.

TARGET AUDIENCE

✳ Do you know them? Like, really know them (where they hang out, what they care about)?

✳ Have you defined their pain points and what keeps them up at night?

SOCIAL MEDIA

✳ Are your platforms actually engaging or just...there?

✳ Do your visuals and captions look and sound like your brand?

ENGAGEMENT

✳ Are you building genuine relationships or just spamming links and praying for clicks?

✳ Do you create opportunities for interaction, like polls, questions, or challenges?

Fix Tip: Create a customer persona. No, it's not boring. Yes, it will help you stop wasting time on people who aren't your ideal clients.

Common Mistakes to Avoid

(Trust me, we've all been there)

INCONSISTENCY

✱ If your Instagram looks nothing like your website, people will notice.

TOO MANY TRENDS

✱ Jumping on every trend is tempting, but does it make sense for YOUR brand?

COPYCAT SYNDROME

✱ Are you accidentally blending into the crowd by copying what "that one brand" does?

Fix Tip: Simplify everything. Sometimes, less really is more (except for coffee, obviously).

FEELING OVERWHELMED?

Listen, DIY-ing your brand is noble and all, but if you're ready to throw your hands up and say, "Someone just do this for me," **I've got you.** From cohesive branding to a website that finally works, I can help you create something you'll actually love.

Book a consultation today and let's make the magic happen. Because honestly? Your dream brand deserves better than your last-minute Canva edits.

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