

Do-It-Yourself Visual Brand Audit

DOES YOUR WEBSITE TURN HEADS?

Did you know that graphic design has “style”? Just like fashion and hairstyles, graphic design styles & trends change with the times – and so should the visuals of your company’s website and collateral brand materials.

You need **colors** that entice, a **logo** with a clear design that tells people what you’re up to right away, compelling **images**, and consistency throughout.

Here’s a handy checklist for you to determine if your website is current and compelling – or in need of a makeover:

LOGO:

Does your logo immediately indicate what kind of business you’re in?

absolutely not really I need help!

Does your logo include a tagline explaining your business expertise?

absolutely not really I need help!

Is your logo legible and clear in all sizes and background colors?

absolutely not really I need help!

Does your logo include art or an icon that looks like you found it in a time capsule from the 1970’s?

absolutely not really I need help!

COLORS:

Are your colors consistent throughout your site?

absolutely not really I need help!

Do you have a list of the identifying print and web numbers of those colors?

absolutely not really I need help!

IMAGES:

Is your headshot photo current?

absolutely not really I need help!

Do you own or have permission for the images you use online?

absolutely not really I need help!

Do your social media images look consistent and specific to your business?

absolutely not really I need help!

Do your website and print materials maintain your branding integrity with consistent visuals?

absolutely not really I need help!

TYPE:

Do you use specific typefaces that you use consistently on all your communications?

absolutely not really I need help!

Do you have a handy list of those typefaces and files?

absolutely not really I need help!

Get in touch to find out the many benefits a professional branding audit and guideline can provide your business. Let’s review your current materials and work together to make your brand **sparkle!**