



Brand Afrika
CONSULTING

BRAND AFRIKA ACADEMY

The Brand Checklist

A practical audit to pressure-test your brand,
from name to every customer touchpoint.

CHECKLIST



HOW TO USE THIS

Work through each section and tick what you already have in place. Every unticked box is an opportunity. Aim to close the gaps in your foundation first, they carry the most weight.

1. Brand foundations

- ☐ We can describe what we do in one clear sentence a stranger would understand.
- ☐ We know exactly who our ideal customer is (and who we are not for).
- ☐ We can name three things that make us genuinely different from competitors.
- ☐ We have written down our mission (why we exist) and vision (where we are going).
- ☐ We know the core values that guide how we work and make decisions.

2. Verbal identity

- ☐ Our business name is easy to say, spell and remember.
- ☐ We have a tagline or short line that captures what we stand for.
- ☐ We have a defined tone of voice (e.g. warm, expert, playful) used consistently.
- ☐ Our key messages are written down so everyone describes us the same way.
- ☐ Our 'about' story is written and used across our channels.

3. Visual identity

- ☐ We have a professional logo in the correct file formats (PNG, SVG, PDF).
- ☐ We have a defined colour palette with exact colour codes.
- ☐ We use consistent fonts across everything we produce.
- ☐ We have a simple brand guideline document (even a one-pager).
- ☐ Our photography and graphics feel like they belong to the same brand.

4. Digital presence

- ☐ We own a professional website that works well on mobile.
- ☐ Our Google Business Profile is claimed and complete.
- ☐ Our social media handles are consistent and on-brand.
- ☐ Our contact details are correct and identical everywhere online.
- ☐ Customers can find and contact us within seconds of landing on any channel.

5. Customer experience



- ☐ Every touchpoint (email, invoice, packaging, signage) looks on-brand.
- ☐ We respond to enquiries quickly and in our brand voice.
- ☐ We ask for and showcase customer reviews and testimonials.
- ☐ The experience we promise matches the experience we deliver.

Your next move

Count your unticked boxes. If most sit in 'Brand foundations', start there before touching design or channels. A strong foundation makes every other decision easier. Need a hand? Book a free discovery session with us.