



CHECKLIST

Is your brand holding you back? A quick audit

- ☐ Gather every version of your logo and colour palette currently in use.

- ☐ Ask whether your visual identity still reflects the work you actually do.

- ☐ Note any moments when you've felt embarrassed sharing your branding.

- ☐ Check if your logo files are vector or only available as low-resolution images.

- ☐ Write down what you want your brand to communicate now.

- ☐ Decide whether a targeted update, refresh or full rebrand is needed.

- ☐ Set a realistic budget and timeline for the changes.
