



# Quick checklist – 30-minute Brand Audit

A fast, friendly check to catch  
brand drift before you publish.

# Introduction

This short, hands-on checklist helps creative teams catch brand drift and reduce last-minute rework. Designed to be completed in 30 minutes, it focuses on the things that most often slow launches: logos and colour, headline clarity, tone, and approval status. Use it as a quick gate before scheduling or publishing so your team spends less time fixing and more time making great work.

## 1. First look (0–2 mins)

Fast sanity check: does this match the brief and platform, and is it ready to publish?

Does the asset match the brief and intended platform?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Are file type and dimensions correct for the intended platform?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Is the primary CTA and publishing link/function working as expected?	<input type="checkbox"/> YES <input type="checkbox"/> NO

## 2. Logo & colour fidelity checks (3–8 mins)

Confirm the logo and palette are applied correctly across layouts and crops so the assets as unmistakably to our Brand.

Is the correct, authorised logo version used and placed according to clearspace rules?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Is logo clearspace and placement correct?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Is the logo file high resolution with no pixelation, compression or unintended transparency?	<input type="checkbox"/> YES <input type="checkbox"/> NO

Does the primary brand colour match the Brand Kit hex exactly?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Does the accent/CTA hex match the Brand Kit and provides sufficient contrast against the background?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Are there any colour contrast issues affecting legibility?	<input type="checkbox"/> YES <input type="checkbox"/> NO

### 3. Headline & jargon (9–14 mins)

Ensure the opening line is clear, on-brand and free of banned phrases so the message lands fast without creating extra review work.

Is the headline clear, benefit-led and directly relevant to the asset's audience?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Is the headline length appropriate for the platform (fits character limits and visual layout)?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Is the headline free of banned or jargon words (utilize, robust, leverage, synergistic, etc)?	<input type="checkbox"/> YES <input type="checkbox"/> NO
If any banned words are present, have suitable replacements been suggested and applied?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Does the headline tone match the intended persona and approved tone examples?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Is the headline SEO/meta title friendly where required (concise, includes focus keyword if applicable)?	<input type="checkbox"/> YES <input type="checkbox"/> NO

## 4. Tone & language (15–20 mins)

Confirm the copy sounds like your brand, reads easily and is free from basic errors so the message is consistent and actionable.

Does the overall tone match the intended brand voice and approved examples?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Is the language clear, concise and easy for the target audience to understand?	<input type="checkbox"/> YES <input type="checkbox"/> NO
Has spelling and grammar been reviewed and corrected?	<input type="checkbox"/> YES <input type="checkbox"/> NO

## 5. Claims & sourcing (21–24 mins)

Verify any factual claims are sourced, labelled or escalated so published numbers are trustworthy and traceable.

Does the asset include any numeric claim, percentage or statistic?	<input type="checkbox"/> YES <input type="checkbox"/> NO
If yes, is a source URL or Source Spreadsheet ID provided and attached?	<input type="checkbox"/> YES <input type="checkbox"/> NO
If yes, has the source been verified for accuracy and recency?	<input type="checkbox"/> YES <input type="checkbox"/> NO

## 6. Accessibility & basics (25–30 mins)

Quick accessibility check to ensure the asset is usable for all audiences.

Does the asset include alt text, readable contrast, and accessible captions/subtitles where applicable?	<input type="checkbox"/> YES <input type="checkbox"/> NO
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# Quick Reference Page

Quick checklist- 30-minute Brand Audit (At a Glance)

- 1 First look (0–2 mins)
- 2 Logo & colour fidelity checks (3–8 mins)
- 3 Headline & jargon (9–14 mins)
- 4 Tone & language (15–20 mins)
- 5 Claims & sourcing (21–24 mins)
- 6 Accessibility & basics (25–30 mins)

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for easy access!**

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the next level?



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