













Brand Consistency Guidelines Checklist

Checklist Items:

-  **Use the same logo variations across all platforms (main, secondary, favicon).**
-  **Stick to your brand color palette in all visual materials.**
-  **Use a consistent set of fonts for headlines, body text, and CTAs.**
-  **Align your tone of voice across web copy, social media, and marketing emails.**

-  **Ensure all visuals follow your brand's style (e.g., clean, minimal, vibrant).**
-  **Apply the same formatting and templates across presentations, documents, and proposals.**
-  **Use consistent photo filters or editing styles for branded images.**
-  **Keep taglines, mission statements, and brand values uniform across platforms.**
-  **Standardize how your brand is introduced in videos, podcasts, and bios.**
-  **Regularly audit all platforms for off-brand content and update as needed.**

This checklist ensures your audience experiences your brand as unified, trustworthy, and professional—everywhere they encounter it.

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