

The Brand Clarity Checklist

Eight checks to find — and fix — where your brand is losing consistency and conversion.

☐ **1. Purpose**

Everyone can say why the brand exists in one sentence, without reading a slide.

☐ **2. Audience**

You can name who the brand is for — and who it isn't for.

☐ **3. Positioning**

What you offer, for whom, and why you instead of the alternative — is clear.

☐ **4. Message**

One core message, expressed consistently across site, deck, and pitch.

☐ **5. Voice**

A documented tone of voice, with on-brand and off-brand examples.

☐ **6. Visual identity**

Logo, color, type, and imagery work as a system, not a grab-bag.

☐ **7. Experience**

Every touchpoint feels like the same brand shook the customer's hand.

☐ **8. Team alignment**

The team has internalized the brand — clarity lives in people, not PDFs.

How to use it

Score each from 1–5. Anything below a 4 is where your brand is leaking consistency and, usually, conversion. Fix the lowest scores first — clarity compounds.