



# The Lean Brand Audit Checklist

How Strong Is Your Brand? Find Out In 10 Minutes.



## Who This Is For

Founders, early-stage teams, and growth marketers who want to stress-test their startup brand before throwing more budget at ads, redesigns, or investor decks.

## 10-POINT BRAND STRENGTH CHECKLIST

Answer Yes / No for each item. Count your "Yes" answers at the end and compare with the Fix-Now/ Fix-Later Matrix.

**1. Clear Founder Story** – Can someone understand why this company exists, and why now, from your homepage or About section?

<input type="checkbox"/>	<input type="checkbox"/>
Yes.	No.

**2. One-Sentence Value Proposition** – Do you have a 10–15 word headline or pitch that says who you help, what you solve, and what makes you different?

<input type="checkbox"/>	<input type="checkbox"/>
Yes.	No.

**3. Visual Consistency** – Are your logo, font, and color palette used consistently across your site, pitch deck, and social channels?

<input type="checkbox"/>	<input type="checkbox"/>
Yes.	No.

**4. Tagline Recall** – If someone reads your tagline once, could they explain what you do two minutes later?

<input type="checkbox"/>	<input type="checkbox"/>
Yes.	No.

**5. CTA Clarity** – Are your calls-to-action clear, specific, and conversion-focused (e.g., "Book a Demo," "Join Beta," "See Pricing")?

<input type="checkbox"/>	<input type="checkbox"/>
Yes.	No.

**6. Mobile Optimization** – Does your mobile experience load fast, display properly, and guide users to act within 3 seconds?

<input type="checkbox"/>	<input type="checkbox"/>
Yes.	No.

**7. Deck-to-Site Alignment** – Does your pitch deck visually and verbally match the brand tone, fonts, and message on your website?

<input type="checkbox"/>	<input type="checkbox"/>
Yes.	No.

**8. Social Presence Consistency** – Do your LinkedIn, Twitter, and/or Instagram pages reflect the same tone, style, and messaging as your site?

☐

Yes.

☐

No.

**9. Audience Fit** – Are you using the right tone and aesthetic for your actual audience (e.g., playful vs. professional, technical vs. visionary)?

☐

Yes.

☐

No.

**10. Design File Hygiene** – Can your team easily access the right logo files, fonts, brand assets, and templates without Slack-hunting or using outdated decks?

☐

Yes.

☐

No.

## SCORING & INTERPRETATION

### 8–10 Yes Answers:

🟢 Brand-Ready for Launch & Growth

Your brand has a strong foundation. You're ready to scale ads, pitch, and hire.

### 5–7 Yes Answers:

🟡 In Progress

You've built some brand trust—now tighten the rest before major campaigns or fundraising.

### 0–4 Yes Answers:

🔴 Fix First

Time to patch major leaks. Without brand clarity and consistency, you'll burn budget on channels that won't convert.

## FIX-NOW VS. FIX-LATER MATRIX

Brand Element	Fix Now (Pre-Launch)	Fix Later (Post-MVP)
One-Line Value Prop	✓	
Logo & Fonts	✓	
CTA Buttons	✓	
Pitch Deck Alignment	✓	
Voice/Tone Guide		✓
Color Palette Expansion		✓
Detailed Brand Book		✓

## Want a Second Opinion?

[Book your Free 15-Min Brand Audit Call](#)

We'll review your deck or homepage, grade your design & message, and give you 3 quick wins you can act on this week.

[\[Schedule Now →\]](#)

### **Tip From Geeks for Growth**

*"Great design isn't about looking expensive. It's about looking trustworthy to the right customer at the right time."*