

Brand Colour Review

Checklist

1. Brand Goals Alignment

- ☐ Do your colours reflect your current goals and mission?
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2. Target Audience

- ☐ Do your colours still resonate with your target customer's preferences and emotions?
- ☐ Are there any demographic or market trends you should consider?

3. Emotional Impact

- ☐ Do your colours convey the feeling you want your brand to portray (such as trust, creativity, energy)?
- ☐ Are there any colours that feel "off" or confusing?

4. Consistency Across Touchpoints

- ☐ Are your colours consistent across all materials – website, social media, packaging, and promotions?
- ☐ Are there any areas where colours appear different or disconnected?

5. Competitor Review

- ☐ Do your colours help you stand out from your competitors in a crowded market?
- ☐ Are there any industry trends you need to be aware of?

6. Versatility Check

- ☐ Do your colours perform well across different media (print, digital, large scale)?
- ☐ Are there any visibility or readability issues?

7. Design Applications

- ☐ Are your colours flexible enough to accommodate future campaigns, products, or services?

8. Overall Appeal

- ☐ Does your colour palette feel unified, purposeful, and authentic to your brand's story?

9. Final Action Plan

- ☐ Identify minor tweaks or bigger adjustments you may need.
- ☐ Develop a clear action plan to implement these tweaks.

Observations
