

Brand Refresh Checklist

Your business has grown — has your brand kept up?

10 quick checks to see where your brand is slipping

As your business evolves, your brand should evolve with it.

This checklist will help you identify the gaps, signs, and small inconsistencies that reveal when it's time to refresh and realign your visual identity.

1

Your visuals feel outdated

Your colours, fonts or overall look feel tired or no longer match your business.

2

You've outgrown your original design

You've evolved — but your brand still reflects who you were two years ago.

3

Your messaging doesn't match your visuals

What you say and what you look like tell two different stories.

4

Your platforms all look different

Instagram looks one way, your website another, and your proposals another.

5

You struggle to keep things consistent

You can't follow your own brand because it isn't clear or structured.

6

You cringe when someone asks for your website

You feel your online presence no longer reflects your professionalism.

7

You're attracting enquiries you don't want

Your brand is speaking to the wrong audience.

8

You've been "meaning to update it" for months

That gut feeling? It's telling you your brand isn't working hard enough anymore.

9

You don't have a proper brand kit

No defined colours, fonts, spacing, tone, or visual rules.

10

Your brand no longer feels like YOU

It looks pretty... but not purposeful. | Beautiful... but not aligned.

Score yourself:

If you ticked 3 or more... it's time.

Your brand deserves to grow with your business.

November Bonus:

10% off full brand identity design when booked this month.

If this checklist made you think twice, maybe it's time for a refresh.

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