

FREE BRAND STANDARDS AUDIT TEMPLATE

Brand Standards Audit Checklist

Use this 60-point checklist to audit brand identity, storefront, interior design, visual merchandising, signage, staff presentation, customer service, ambience, checkout, packaging, digital touchpoints, corrective actions, and final sign-off.

Store / location

Audit date

Brand / format

Auditor / reviewer

1. Audit setup, brand reference, store format, scope, ownership, and previous findings

- 1 Confirm the location, audit date, auditor, store manager, store format, departments, customer touchpoints, and areas included in the brand-standards audit.

BRAND STANDARDS

REVIEWER

Enter

DATE / TIME

Enter

SIGN-OFF

Sign

● Execution tip: Start with the current approved brand references. A store can execute perfectly against an old standard and still be non-compliant today.

- 2 Verify the latest approved brand standards manual, store design guide, visual-merchandising reference, service standards, signage rules, grooming standards, and customer policies are available.

CRITICAL

BRAND STANDARDS

Brand standard

Actual

Evidence

Owner

Action

● Execution tip: Start with the current approved brand references. A store can execute perfectly against an old standard and still be non-compliant today.

- 3 Confirm the store is using the current approved brand references and that outdated local instructions, old campaign files, and superseded materials have been removed from use.

CRITICAL

BRAND STANDARDS

Compliant

Partial

Gap

N/A

● Execution tip: Start with the current approved brand references. A store can execute perfectly against an old standard and still be non-compliant today.

- 4 Review previous brand audits, mystery-shopper findings, customer complaints, VM issues, maintenance concerns, service gaps, and open corrective actions before sampling.

BRAND STANDARDS

Brand standard

Actual

Evidence

Owner

Action

● Execution tip: Start with the current approved brand references. A store can execute perfectly against an old standard and still be non-compliant today.

- 5 Identify critical brand failures for the location, such as wrong logo use, major visual inconsistency, severe customer-service failure, damaged customer-facing assets, or non-approved local execution.

CRITICAL

BRAND STANDARDS

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Start with the current approved brand references. A store can execute perfectly against an old standard and still be non-compliant today.

- 6 Assign ownership for storefront, VM, signage, pricing, staff presentation, service behaviour, cleanliness, digital touchpoints, maintenance, customer policies, and corrective-action closure.

BRAND STANDARDS

Brand standard

Actual

Evidence

Owner

Action

● Execution tip: Start with the current approved brand references. A store can execute perfectly against an old standard and still be non-compliant today.

2. Storefront, logo use, exterior branding, entrance, signage, and first impression

- 7** Verify the storefront, fascia, logo, brand colors, typography, decals, entrance graphics, and exterior signage match the current approved brand identity.

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Review the storefront from the customer's approach. Exterior branding should immediately identify the brand without visual confusion or local improvisation.

- 8** Check logo proportions, clear space, color treatment, placement, lighting, and surrounding visual elements are correct and not distorted, recolored, stretched, or locally modified.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Review the storefront from the customer's approach. Exterior branding should immediately identify the brand without visual confusion or local improvisation.

- 9** Confirm opening hours, service notices, promotional messages, directional signs, and mandatory customer information are integrated cleanly without weakening the brand presentation.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Review the storefront from the customer's approach. Exterior branding should immediately identify the brand without visual confusion or local improvisation.

- 10** Inspect windows, doors, glass, frames, external fixtures, entrance mats, signs, and surrounding customer-facing areas for cleanliness, damage, fading, or poor maintenance.

BRAND STANDARDS

Compliant

Partial

Gap

N/A

● Execution tip: Review the storefront from the customer's approach. Exterior branding should immediately identify the brand without visual confusion or local improvisation.

- 11** Assess whether the entrance creates the intended brand impression before the customer enters and whether visual clutter or competing messages reduce brand clarity.

BRAND STANDARDS

Compliant

Partial

Gap

N/A

● Execution tip: Review the storefront from the customer's approach. Exterior branding should immediately identify the brand without visual confusion or local improvisation.

- 12** Record incorrect logo use, inconsistent colors, damaged signage, outdated graphics, cluttered entrance communication, or other exterior brand-standard gaps.

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Review the storefront from the customer's approach. Exterior branding should immediately identify the brand without visual confusion or local improvisation.

3. Interior look and feel, store design, fixtures, zoning, materials, and brand consistency

- 13 Verify store layout, customer flow, zoning, fixture types, finishes, materials, furniture, counters, walls, flooring, and other visible design elements follow the approved store concept.**

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Compare interior execution with the approved store concept, not with neighboring locations. Local workarounds often spread and become falsely accepted as standard.

- 14 Check locally added fixtures, furniture, storage, posters, equipment, or temporary solutions do not conflict with the approved brand environment.**

BRAND STANDARDS

CRITICAL

ACTUAL

Enter

APPROVED STANDARD

Enter

STATUS

Record

● Execution tip: Compare interior execution with the approved store concept, not with neighboring locations. Local workarounds often spread and become falsely accepted as standard.

- 15 Confirm key customer zones such as entrance, feature areas, service points, consultation zones, fitting rooms, seating, or checkout reflect the intended brand hierarchy and experience.**

BRAND STANDARDS

CRITICAL

ACTUAL

Enter

APPROVED STANDARD

Enter

STATUS

Record

● Execution tip: Compare interior execution with the approved store concept, not with neighboring locations. Local workarounds often spread and become falsely accepted as standard.

- 16 Inspect fixtures, shelving, counters, tables, walls, ceilings, floor finishes, mirrors, and customer-facing architectural elements for damage, wear, alignment, or poor repair quality.**

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Compare interior execution with the approved store concept, not with neighboring locations. Local workarounds often spread and become falsely accepted as standard.

- 17 Verify storage, cartons, operational equipment, employee belongings, cleaning tools, and temporary materials are kept away from customer-facing brand areas.**

BRAND STANDARDS

Compliant

Partial

Gap

N/A

● Execution tip: Compare interior execution with the approved store concept, not with neighboring locations. Local workarounds often spread and become falsely accepted as standard.

- 18 Record unapproved fixtures, mismatched finishes, poor maintenance, clutter, weak zoning, inconsistent materials, or other interior brand-standard deviations.**

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Compare interior execution with the approved store concept, not with neighboring locations. Local workarounds often spread and become falsely accepted as standard.

4. Visual merchandising, windows, displays, planograms, product presentation, and campaigns

- 19** Verify window displays, feature tables, mannequins, promotional zones, planograms, category displays, shelves, and digital screens follow the current approved campaign or VM standard.

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Use current campaign references side by side with live displays. Small visual deviations can quickly weaken campaign consistency across a network.

- 20** Check hero products, new launches, priority categories, product stories, color blocking, product density, facings, and display sequence match the intended visual direction.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Use current campaign references side by side with live displays. Small visual deviations can quickly weaken campaign consistency across a network.

- 21** Confirm mannequins, props, display accessories, risers, hangers, sign holders, and other VM elements are styled, positioned, clean, and maintained correctly.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Use current campaign references side by side with live displays. Small visual deviations can quickly weaken campaign consistency across a network.

- 22** Verify local substitutions, additional products, improvised props, or changes to approved displays have the required approval and do not weaken the brand story.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Use current campaign references side by side with live displays. Small visual deviations can quickly weaken campaign consistency across a network.

- 23** Check expired, old, duplicated, damaged, or conflicting campaign materials have been removed and the current campaign is consistently visible across the store.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Use current campaign references side by side with live displays. Small visual deviations can quickly weaken campaign consistency across a network.

- 24** Record missing hero displays, planogram deviations, poor product presentation, incorrect styling, outdated campaigns, or other VM failures affecting brand consistency.

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Use current campaign references side by side with live displays. Small visual deviations can quickly weaken campaign consistency across a network.

5. Pricing, promotional communication, POSM, printed collateral, and customer information

- 25** Verify price labels, product tags, menu boards, service menus, promotional tickets, posters, brochures, leaflets, and other customer-facing materials use approved brand templates and formatting.

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Treat every customer-facing sign as part of the brand. Pricing and operational communication should look intentional, not like an afterthought.

- 26** Check fonts, colors, imagery, spacing, tone, terminology, offer language, and hierarchy are consistent with current brand and campaign guidelines.

BRAND STANDARDS

CRITICAL

ACTUAL

Enter

APPROVED STANDARD

Enter

STATUS

Record

● Execution tip: Treat every customer-facing sign as part of the brand. Pricing and operational communication should look intentional, not like an afterthought.

- 27** Confirm pricing and promotional information is current, readable, matched to the correct product or service, and consistent across shelf, signage, digital display, and checkout where applicable.

BRAND STANDARDS

CRITICAL

ACTUAL

Enter

APPROVED STANDARD

Enter

STATUS

Record

● Execution tip: Treat every customer-facing sign as part of the brand. Pricing and operational communication should look intentional, not like an afterthought.

- 28** Inspect printed materials, holders, frames, counter cards, table tents, shelf strips, and POSM for cleanliness, damage, fading, misalignment, or low-quality local printing.

BRAND STANDARDS

Compliant

Partial

Gap

N/A

● Execution tip: Treat every customer-facing sign as part of the brand. Pricing and operational communication should look intentional, not like an afterthought.

- 29** Verify handwritten signs, unauthorized notices, improvised price cards, unapproved promotional graphics, or conflicting messages are not used unless specifically permitted.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Treat every customer-facing sign as part of the brand. Pricing and operational communication should look intentional, not like an afterthought.

- 30** Record off-brand typography, wrong colors, poor print quality, inaccurate customer information, inconsistent promotion messaging, or other communication gaps.

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Treat every customer-facing sign as part of the brand. Pricing and operational communication should look intentional, not like an afterthought.

6. Staff grooming, uniform, presentation, behaviour, language, and service style

- 31** Verify employees meet the approved uniform, grooming, hygiene, footwear, accessory, identification, and role-specific presentation standards.

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Audit both appearance and behaviour. Uniform consistency matters, but the employee's tone, language, and service style are equally visible expressions of the brand.

- 32** Check uniform condition, fit, cleanliness, branding, name badges, pins, aprons, jackets, headwear, and other customer-facing employee elements are correct and consistent.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Audit both appearance and behaviour. Uniform consistency matters, but the employee's tone, language, and service style are equally visible expressions of the brand.

- 33** Observe greeting, tone, body language, posture, eye contact, attentiveness, and service style against the brand's expected customer behaviours.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Audit both appearance and behaviour. Uniform consistency matters, but the employee's tone, language, and service style are equally visible expressions of the brand.

- 34** Confirm employees use approved terminology, service phrases, product language, customer policies, and escalation approach without sounding forced or inconsistent.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Audit both appearance and behaviour. Uniform consistency matters, but the employee's tone, language, and service style are equally visible expressions of the brand.

- 35** Check employees understand how the brand expects them to handle waiting customers, product questions, service limitations, complaints, returns, and service recovery.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Audit both appearance and behaviour. Uniform consistency matters, but the employee's tone, language, and service style are equally visible expressions of the brand.

- 36** Record grooming gaps, incorrect uniform, missing identification, unprofessional behaviour, off-brand language, weak service style, or other employee brand-standard failures.

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Audit both appearance and behaviour. Uniform consistency matters, but the employee's tone, language, and service style are equally visible expressions of the brand.

7. Customer journey, service standards, product knowledge, availability, and experience consistency

- 37 Review the customer journey from arrival through browsing, assistance, selection, service, checkout, pickup, or completion and verify expected brand service steps are followed.**

BRAND STANDARDS

CRITICAL

Brand standard	Actual	Evidence	Owner	Action

● Execution tip: Follow the customer journey from end to end. The brand promise is experienced through service flow, availability, ownership, and communication, not only design.

- 38 Check customers are acknowledged within the expected service window and receive clear assistance without avoidable waiting or confusion.**

BRAND STANDARDS

CRITICAL

ACTUAL	Enter	APPROVED STANDARD	Enter	STATUS	Record
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● Execution tip: Follow the customer journey from end to end. The brand promise is experienced through service flow, availability, ownership, and communication, not only design.

- 39 Verify employees ask relevant questions, understand customer needs, provide accurate product or service information, and make recommendations consistent with the brand promise.**

BRAND STANDARDS

CRITICAL

ACTUAL	Enter	APPROVED STANDARD	Enter	STATUS	Record
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● Execution tip: Follow the customer journey from end to end. The brand promise is experienced through service flow, availability, ownership, and communication, not only design.

- 40 Confirm priority products, advertised items, key services, and campaign offers are available or supported by a clear, brand-appropriate alternative when unavailable.**

BRAND STANDARDS

CRITICAL

Compliant	Partial	Gap	N/A
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● Execution tip: Follow the customer journey from end to end. The brand promise is experienced through service flow, availability, ownership, and communication, not only design.

- 41 Check handoffs between employees, departments, counters, or service stages feel coordinated and do not force the customer to repeat information unnecessarily.**

BRAND STANDARDS

CRITICAL

Compliant	Partial	Gap	N/A
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● Execution tip: Follow the customer journey from end to end. The brand promise is experienced through service flow, availability, ownership, and communication, not only design.

- 42 Record inconsistent service, weak product knowledge, long waits, poor ownership, unavailable advertised items, or other journey gaps that undermine the intended brand experience.**

BRAND STANDARDS

CRITICAL

Brand standard	Actual	Evidence	Owner	Action

● Execution tip: Follow the customer journey from end to end. The brand promise is experienced through service flow, availability, ownership, and communication, not only design.

8. Cleanliness, ambience, lighting, scent, music, comfort, and environmental presentation

- 43 Check floors, counters, tables, seating, shelves, mirrors, touchpoints, fitting rooms, service points, checkout areas, and other visible surfaces meet the brand's cleanliness standard.**

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Brand ambience depends on many small sensory controls. Lighting, scent, music, temperature, and clutter can change how premium, welcoming, or consistent a store feels.

- 44 Assess lighting level, color temperature, feature lighting, window lighting, and spotlight direction to confirm the intended products and customer zones are presented correctly.**

BRAND STANDARDS

CRITICAL

ACTUAL

Enter

APPROVED STANDARD

Enter

STATUS

Record

● Execution tip: Brand ambience depends on many small sensory controls. Lighting, scent, music, temperature, and clutter can change how premium, welcoming, or consistent a store feels.

- 45 Verify music, sound level, scent, temperature, ventilation, and other sensory elements follow the approved brand experience where standards are defined.**

BRAND STANDARDS

CRITICAL

ACTUAL

Enter

APPROVED STANDARD

Enter

STATUS

Record

● Execution tip: Brand ambience depends on many small sensory controls. Lighting, scent, music, temperature, and clutter can change how premium, welcoming, or consistent a store feels.

- 46 Inspect restrooms or customer wash areas, where applicable, for cleanliness, supplies, odor, maintenance, and presentation consistent with the overall brand environment.**

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Brand ambience depends on many small sensory controls. Lighting, scent, music, temperature, and clutter can change how premium, welcoming, or consistent a store feels.

- 47 Confirm bins, cleaning tools, maintenance equipment, cartons, stock, cables, and employee belongings do not create visible clutter in customer areas.**

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Brand ambience depends on many small sensory controls. Lighting, scent, music, temperature, and clutter can change how premium, welcoming, or consistent a store feels.

- 48 Record dirty surfaces, poor lighting, unpleasant odor, inappropriate music, uncomfortable temperature, visible clutter, or other environmental gaps affecting the brand experience.**

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Brand ambience depends on many small sensory controls. Lighting, scent, music, temperature, and clutter can change how premium, welcoming, or consistent a store feels.

9. Checkout, packaging, loyalty, digital touchpoints, after-sales, and final customer impression

- 49** Verify checkout counters, payment points, self-checkout, pickup areas, packaging stations, and queue zones follow the approved brand layout and presentation.

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: The checkout and handoff are the last brand moments customers remember. Packaging, digital touchpoints, and closing behaviour should reinforce the same standard.

- 50** Check bags, boxes, tissue, stickers, labels, receipts, gift packaging, order handoff materials, and other branded packaging are current, clean, and used correctly.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: The checkout and handoff are the last brand moments customers remember. Packaging, digital touchpoints, and closing behaviour should reinforce the same standard.

- 51** Confirm loyalty, membership, warranty, return, delivery, service, or after-sales information is communicated using the approved brand language and current customer policy.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: The checkout and handoff are the last brand moments customers remember. Packaging, digital touchpoints, and closing behaviour should reinforce the same standard.

- 52** Review digital touchpoints such as kiosks, tablets, QR experiences, customer displays, digital signage, order screens, or store devices for correct branding, current content, and functional presentation.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: The checkout and handoff are the last brand moments customers remember. Packaging, digital touchpoints, and closing behaviour should reinforce the same standard.

- 53** Assess whether the final interaction closes with the intended brand behaviour, including confirmation, thanks, next steps, or another approved closing experience.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: The checkout and handoff are the last brand moments customers remember. Packaging, digital touchpoints, and closing behaviour should reinforce the same standard.

- 54** Record damaged packaging, off-brand checkout presentation, outdated digital content, inconsistent loyalty communication, poor handoff, or other final-impression gaps.

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: The checkout and handoff are the last brand moments customers remember. Packaging, digital touchpoints, and closing behaviour should reinforce the same standard.

10. Evidence, scoring, corrective actions, validation, trends, management review, and sign-off

- 55** Capture clear evidence for important brand-standard checks and failures, including storefront, logo, fixtures, VM, signage, staff presentation, environment, checkout, or digital touchpoints as required.

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Close brand actions with objective evidence. Trend repeated deviations by store, region, standard category, campaign, and root cause so systemic issues become visible.

- 56** Score each section consistently against the approved brand criteria and distinguish minor presentation gaps from major or critical brand-standard failures.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Close brand actions with objective evidence. Trend repeated deviations by store, region, standard category, campaign, and root cause so systemic issues become visible.

- 57** Record every deviation with the expected brand standard, actual condition, location, customer impact, evidence, and immediate correction completed where possible.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Close brand actions with objective evidence. Trend repeated deviations by store, region, standard category, campaign, and root cause so systemic issues become visible.

- 58** Assign each failed check to a named store, VM, marketing, facilities, training, operations, IT, or other owner with priority, due date, evidence requirement, and escalation route.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Close brand actions with objective evidence. Trend repeated deviations by store, region, standard category, campaign, and root cause so systemic issues become visible.

- 59** Verify closure using updated photos, corrected materials, repaired fixtures, retraining evidence, system updates, repeat checks, or other objective proof before closing the action.

BRAND STANDARDS

CRITICAL

Compliant

Partial

Gap

N/A

● Execution tip: Close brand actions with objective evidence. Trend repeated deviations by store, region, standard category, campaign, and root cause so systemic issues become visible.

- 60** Record the final brand-standard score, unresolved critical issues, action status, next review date, auditor, store manager, brand or operations reviewer, date, time, and sign-off.

BRAND STANDARDS

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Close brand actions with objective evidence. Trend repeated deviations by store, region, standard category, campaign, and root cause so systemic issues become visible.

RUN THIS AUDIT DIGITALLY

Turn brand deviations into verified corrective action

Use Taqtics to schedule brand audits, compare stores against approved standards, capture live photo evidence, assign corrective actions, validate closure, and track brand consistency across every location.