

MULTI-LOCATION FRANCHISE BRAND TEMPLATE

Franchise Brand Standards Checklist

Use this 60-point checklist to audit brand identity, exterior and interior presentation, products or services, customer experience, people, marketing, digital channels, operating controls, facilities, and corrective-action closure.

Franchise / unit

Audit date

Auditor

Franchisee / manager

1. Brand standards governance, audit scope, ownership, and critical rules

- 1 Confirm the franchise unit, format, territory, opening date, audit date, auditor, franchisee or manager, operating hours, and areas included in the review.**

BRAND STANDARD

UNIT / FRANCHISEE Enter

DATE / TIME Enter

APPROVAL Sign

Execution tip: Confirm the current brand standards, unit scope, owners, evidence rules, and critical-failure conditions before scoring the location.

- 2 Verify the latest brand manual, visual identity guide, operations manual, product or service specifications, customer-experience standards, and issued updates are available.**

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Confirm the current brand standards, unit scope, owners, evidence rules, and critical-failure conditions before scoring the location.

- 3 Confirm local legal, regulatory, landlord, and franchise-agreement requirements that affect brand execution are identified and reflected in the audit scope.**

CRITICAL

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

Execution tip: Confirm the current brand standards, unit scope, owners, evidence rules, and critical-failure conditions before scoring the location.

- 4 Assign clear owners for exterior identity, interiors, merchandising, customer service, people, product quality, marketing, digital channels, maintenance, and corrective actions.**

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Confirm the current brand standards, unit scope, owners, evidence rules, and critical-failure conditions before scoring the location.

- 5 Review previous scores, repeat deviations, customer complaints, unauthorized changes, open support requests, overdue actions, and upcoming launches or campaigns.**

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Confirm the current brand standards, unit scope, owners, evidence rules, and critical-failure conditions before scoring the location.

- 6 Define critical brand failures, evidence requirements, scoring thresholds, escalation routes, reinspection rules, and approval authority before the audit begins.**

CRITICAL

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

Execution tip: Confirm the current brand standards, unit scope, owners, evidence rules, and critical-failure conditions before scoring the location.

2. Exterior identity, signage, access, and arrival experience

7 Inspect primary and secondary logos, fascia, monument signs, colors, proportions, illumination, placement, visibility, cleanliness, and physical condition against the approved standard.

CRITICAL

BRAND STANDARD

Meets standard

Needs action

Critical

LIVE PHOTO

Add



Execution tip: Assess the unit from the customer's first approach and capture wide-angle evidence before entering the location.

8 Verify the storefront, facade, windows, doors, awnings, opening-hours display, accessibility information, and entrance surfaces are clean, accurate, and well maintained.

BRAND STANDARD

Meets standard

Needs action

Critical

LIVE PHOTO

Add



Execution tip: Assess the unit from the customer's first approach and capture wide-angle evidence before entering the location.

9 Check parking, pedestrian approach, accessibility routes, delivery or pickup points, queue guidance, wayfinding, and entrance flow support a clear and safe arrival experience.

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A



Execution tip: Assess the unit from the customer's first approach and capture wide-angle evidence before entering the location.

10 Confirm unauthorized stickers, supplier signs, handwritten notices, local posters, damaged decals, clutter, and non-brand materials are removed from customer-facing exterior areas.

BRAND STANDARD

Meets standard

Needs action

Critical

LIVE PHOTO

Add



Execution tip: Assess the unit from the customer's first approach and capture wide-angle evidence before entering the location.

11 Verify outdoor campaign materials, offer dates, pricing, legal copy, QR codes, seasonal graphics, and promotional placements match the current approved campaign.

CRITICAL

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action



Execution tip: Assess the unit from the customer's first approach and capture wide-angle evidence before entering the location.

12 Assess exterior lighting, landscaping, waste areas, neighboring impact, music spill, odor, and the overall first impression during both normal and low-light conditions.

BRAND STANDARD

ACTUAL Enter

TARGET Enter

VARIANCE Enter



Execution tip: Assess the unit from the customer's first approach and capture wide-angle evidence before entering the location.

3. Interior environment, layout, fixtures, and visual consistency

- 13** Verify customer flow, zoning, counters, displays, furniture, fixtures, equipment, and service points follow the approved layout without unauthorized relocation or obstruction. **CRITICAL** BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

 **Execution tip:** Walk the intended customer journey and compare the real environment with approved layouts, reference images, and design specifications.

- 14** Inspect approved colors, finishes, materials, wall graphics, directional signs, menu boards, brand statements, and decorative elements for accuracy and condition. **CRITICAL** BRAND STANDARD

Meets standard Needs action Critical LIVE PHOTO Add

 **Execution tip:** Walk the intended customer journey and compare the real environment with approved layouts, reference images, and design specifications.

- 15** Check floors, walls, ceilings, windows, tables, shelves, counters, seating, fixtures, and customer touchpoints for cleanliness, damage, stability, and consistent presentation. BRAND STANDARD

Meets standard Needs action Critical LIVE PHOTO Add

 **Execution tip:** Walk the intended customer journey and compare the real environment with approved layouts, reference images, and design specifications.

- 16** Confirm lighting levels and temperature, music, scent, indoor temperature, noise, screen brightness, and ambience match the approved customer-experience standard. BRAND STANDARD

ACTUAL Enter

TARGET Enter

VARIANCE Enter

 **Execution tip:** Walk the intended customer journey and compare the real environment with approved layouts, reference images, and design specifications.

- 17** Verify visual merchandising, planograms, facings, spacing, height, color blocking, hero-product placement, stock density, and display cleanliness match approved guidance. **CRITICAL** BRAND STANDARD

Meets standard Needs action Critical LIVE PHOTO Add

 **Execution tip:** Walk the intended customer journey and compare the real environment with approved layouts, reference images, and design specifications.

- 18** Inspect visible back-of-house areas, storage, employee belongings, delivery materials, cleaning items, cables, packaging, and temporary equipment for clutter or brand dilution. BRAND STANDARD

Compliant Partial Non-compliant N/A

 **Execution tip:** Walk the intended customer journey and compare the real environment with approved layouts, reference images, and design specifications.

4. Product or service presentation, quality, and approved assortment

- 19 Confirm the approved assortment, menu, service packages, sizes, variants, add-ons, warranties, and availability rules are followed and discontinued items are removed.

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

 **Execution tip:** Sample several high-volume and high-visibility products or services, then compare each one with the latest approved specification and reference image.

- 20 Verify recipes, specifications, assembly steps, portion or quantity, packaging, labeling, finishing, presentation, and handoff match the approved standard.

CRITICAL

BRAND STANDARD

Meets standard

Needs action

Critical

LIVE PHOTO

Add

 **Execution tip:** Sample several high-volume and high-visibility products or services, then compare each one with the latest approved specification and reference image.

- 21 Confirm products, ingredients, consumables, materials, components, and service tools come only from approved suppliers without unauthorized substitution or off-system purchasing.

CRITICAL

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

 **Execution tip:** Sample several high-volume and high-visibility products or services, then compare each one with the latest approved specification and reference image.

- 22 Compare sampled products or services with approved images, descriptions, claims, dimensions, colors, features, quality criteria, and customer promises.

BRAND STANDARD

ACTUAL Enter

TARGET Enter

VARIANCE Enter

 **Execution tip:** Sample several high-volume and high-visibility products or services, then compare each one with the latest approved specification and reference image.

- 23 Inspect labels, packaging, seals, tags, barcodes, date codes, printed materials, inserts, and supporting documents for correct branding, accuracy, legibility, and condition.

CRITICAL

BRAND STANDARD

Meets standard

Needs action

Critical

LIVE PHOTO

Add

 **Execution tip:** Sample several high-volume and high-visibility products or services, then compare each one with the latest approved specification and reference image.

- 24 Verify defective, damaged, expired, incomplete, or out-of-standard products and services are identified, isolated where needed, recorded, corrected, and prevented from reaching customers.

CRITICAL

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

 **Execution tip:** Sample several high-volume and high-visibility products or services, then compare each one with the latest approved specification and reference image.

5. Customer journey, service behavior, and experience consistency

25

Observe greeting, welcome, acknowledgment, queue management, waiting communication, seating or consultation, and the first service interaction against the brand standard.

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

 **Execution tip:** Observe complete customer journeys during a normal operating period and record actual waiting, service, handoff, and recovery behavior.

26

Verify employees use approved language, tone, posture, introductions, questions, recommendations, demonstrations, and explanations without misleading or off-brand communication.

CRITICAL

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

 **Execution tip:** Observe complete customer journeys during a normal operating period and record actual waiting, service, handoff, and recovery behavior.

27

Assess product or service knowledge, promotion explanation, policy communication, expected timelines, availability updates, and the accuracy of customer advice.

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

 **Execution tip:** Observe complete customer journeys during a normal operating period and record actual waiting, service, handoff, and recovery behavior.

28

Check sampled orders, bookings, transactions, services, production, collection, delivery, and aftercare for accuracy, timing, completeness, presentation, and customer confirmation.

BRAND STANDARD

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter

 **Execution tip:** Observe complete customer journeys during a normal operating period and record actual waiting, service, handoff, and recovery behavior.

29

Verify complaints, returns, refunds, warranty requests, service recovery, manager involvement, escalation, goodwill gestures, and follow-up follow the approved process.

CRITICAL

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

 **Execution tip:** Observe complete customer journeys during a normal operating period and record actual waiting, service, handoff, and recovery behavior.

30

Confirm accessibility, inclusion, privacy, customer-data handling, loyalty consent, photography, and treatment of vulnerable customers reflect approved brand and legal expectations.

CRITICAL

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

 **Execution tip:** Observe complete customer journeys during a normal operating period and record actual waiting, service, handoff, and recovery behavior.

6. People readiness, training, uniforms, grooming, and brand culture

- 31** Confirm the staffing plan provides approved roles, manager coverage, required skills, opening and closing responsibility, and sufficient capacity for normal and peak demand.

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

 **Execution tip:** Observe employees during live operations, not only during briefing, to verify that training and brand behavior are consistently applied.

- 32** Verify induction and refresher training cover brand story, values, visual standards, products or services, customer experience, systems, safety, privacy, and role-specific procedures.

CRITICAL

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

 **Execution tip:** Observe employees during live operations, not only during briefing, to verify that training and brand behavior are consistently applied.

- 33** Review competency observations, certifications, coaching, mystery-shopper feedback, performance discussions, retraining, and authorization records for identified gaps.

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

 **Execution tip:** Observe employees during live operations, not only during briefing, to verify that training and brand behavior are consistently applied.

- 34** Inspect uniforms, footwear, name badges, grooming, hair, jewelry, makeup, personal devices, task-specific PPE, and overall presentation against the approved standard.

CRITICAL

BRAND STANDARD

Meets standard

Needs action

Critical

LIVE PHOTO

Add

 **Execution tip:** Observe employees during live operations, not only during briefing, to verify that training and brand behavior are consistently applied.

- 35** Confirm staff rooms, lockers, noticeboards, internal communications, briefing materials, recognition, and employee areas support brand culture without creating customer-facing clutter.

BRAND STANDARD

Meets standard

Needs action

Critical

LIVE PHOTO

Add

 **Execution tip:** Observe employees during live operations, not only during briefing, to verify that training and brand behavior are consistently applied.

- 36** Verify franchisee and manager briefings reinforce current campaigns, service priorities, known risks, customer feedback, individual ownership, and accountability for brand standards.

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

 **Execution tip:** Observe employees during live operations, not only during briefing, to verify that training and brand behavior are consistently applied.

7. Marketing, promotions, digital channels, and reputation management

37

Verify only approved creative, logos, imagery, fonts, colors, claims, offer terms, legal copy, campaign dates, and calls to action are used in local marketing.

CRITICAL

BRAND STANDARD

Meets standard

Needs action

Critical

LIVE PHOTO

Add

 **Execution tip:** Check every physical and digital customer touchpoint on the same day so campaign, price, availability, and contact information can be compared directly.

38

Confirm local advertising, sponsorships, events, partnerships, influencer content, community activity, media responses, and territory use have required approval.

CRITICAL

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

 **Execution tip:** Check every physical and digital customer touchpoint on the same day so campaign, price, availability, and contact information can be compared directly.

39

Check the website, store locator, maps listing, social profiles, delivery or marketplace pages, booking channels, and directory entries use current approved brand information.

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

 **Execution tip:** Check every physical and digital customer touchpoint on the same day so campaign, price, availability, and contact information can be compared directly.

40

Confirm prices, promotions, availability, opening hours, addresses, phone numbers, service areas, policies, and customer messages match across physical and digital channels.

CRITICAL

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

 **Execution tip:** Check every physical and digital customer touchpoint on the same day so campaign, price, availability, and contact information can be compared directly.

41

Verify digital screens, kiosks, POS messages, receipts, email or SMS templates, loyalty communications, QR codes, and in-unit technology display current approved content.

BRAND STANDARD

Meets standard

Needs action

Critical

LIVE PHOTO

Add

 **Execution tip:** Check every physical and digital customer touchpoint on the same day so campaign, price, availability, and contact information can be compared directly.

42

Review ratings, reviews, social comments, complaint responses, community posts, and escalation records for timely, accurate, respectful, and policy-aligned reputation management.

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

 **Execution tip:** Check every physical and digital customer touchpoint on the same day so campaign, price, availability, and contact information can be compared directly.

8. Operating controls, approved sourcing, inventory, pricing, and records

- 43** Confirm opening and closing checks verify cleanliness, staffing, stock, equipment, systems, signage, cash, safety, customer areas, and manager approval before trading status changes.

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

 **Execution tip:** Trace a sample item or service from approved source and stock record through pricing, transaction, customer handoff, and retained evidence.

- 44** Verify approved suppliers, products, ingredients, materials, consumables, equipment, and inventory levels support the required brand offer without unauthorized alternatives.

CRITICAL

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

 **Execution tip:** Trace a sample item or service from approved source and stock record through pricing, transaction, customer handoff, and retained evidence.

- 45** Check stock rotation, storage, replenishment, display minimums, availability, damaged or expired stock, returns, transfers, and inventory adjustments follow approved procedures.

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

 **Execution tip:** Trace a sample item or service from approved source and stock record through pricing, transaction, customer handoff, and retained evidence.

- 46** Confirm approved prices, taxes, fees, discounts, bundles, loyalty benefits, refunds, manager overrides, and customer disclosures are accurate and controlled.

CRITICAL

BRAND STANDARD

ACTUAL | Enter

TARGET | Enter

VARIANCE | Enter

 **Execution tip:** Trace a sample item or service from approved source and stock record through pricing, transaction, customer handoff, and retained evidence.

- 47** Verify POS, CRM, booking, loyalty, ordering, marketplace, payment, and reporting systems use approved branding, master data, permissions, and current configuration.

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

 **Execution tip:** Trace a sample item or service from approved source and stock record through pricing, transaction, customer handoff, and retained evidence.

- 48** Check checklists, logs, approvals, timestamps, photographs, comments, transaction records, support tickets, and exception reports are complete, accurate, traceable, and retained.

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

 **Execution tip:** Trace a sample item or service from approved source and stock record through pricing, transaction, customer handoff, and retained evidence.

9. Facilities, maintenance, safety, security, and technology readiness

49

Inspect branded fixtures, furniture, counters, displays, equipment, signage, menu boards, screens, and customer touchpoints for safe operation, cleanliness, calibration, and condition.

BRAND STANDARD

Meets standard

Needs action

Critical

LIVE PHOTO

Add

Execution tip: Test a representative sample of fixtures, safety controls, systems, and customer-facing technology, then raise immediate action for defects affecting safety or

50

Verify maintenance defects that affect appearance, comfort, product quality, service speed, accessibility, or customer trust are logged, prioritized, assigned, and followed through.

CRITICAL

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action

Execution tip: Test a representative sample of fixtures, safety controls, systems, and customer-facing technology, then raise immediate action for defects affecting safety or

51

Inspect customer washrooms, staff areas, storage, waste holding, delivery zones, utilities, and service spaces for cleanliness, odor, supplies, damage, and approved organization.

BRAND STANDARD

Meets standard

Needs action

Critical

LIVE PHOTO

Add

Execution tip: Test a representative sample of fixtures, safety controls, systems, and customer-facing technology, then raise immediate action for defects affecting safety or

52

Check fire, emergency, first-aid, accessibility, health, safety, evacuation, incident, and mandatory signage and controls are current, visible, unobstructed, and functional.

CRITICAL

BRAND STANDARD

Meets standard

Needs action

Critical

LIVE PHOTO

Add

Execution tip: Test a representative sample of fixtures, safety controls, systems, and customer-facing technology, then raise immediate action for defects affecting safety or

53

Verify CCTV, keys, access cards, doors, cash areas, stock rooms, customer-data locations, passwords, and opening or closing security controls protect people, assets, and the brand.

CRITICAL

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

Execution tip: Test a representative sample of fixtures, safety controls, systems, and customer-facing technology, then raise immediate action for defects affecting safety or

54

Confirm internet, POS, audio, lighting, HVAC, screens, printers, charging, backup power, and other critical technology reliably support the intended customer experience.

BRAND STANDARD

READING

Enter

LIMIT

Enter

DEVICE ID

Enter

Execution tip: Test a representative sample of fixtures, safety controls, systems, and customer-facing technology, then raise immediate action for defects affecting safety or

10. Findings, corrective actions, verification, trends, and management sign-off

- 55** Record each finding with the exact brand requirement, observed condition, location, customer or business impact, evidence, and immediate correction or containment completed.

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action
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 **Execution tip:** Keep actions open until objective evidence confirms the standard is restored, the fix is sustained, and repeat issues have been addressed at root cause.

- 56** Classify findings as critical, major, minor, or observation using approved scoring, escalation, breach, suspension, reinspection, and reporting rules.

CRITICAL

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

 **Execution tip:** Keep actions open until objective evidence confirms the standard is restored, the fix is sustained, and repeat issues have been addressed at root cause.

- 57** Assign every corrective action to a named owner with priority, due date, required proof, temporary control, support requirement, and escalation route.

CRITICAL

BRAND STANDARD

Requirement / record	Current status	Owner	Evidence	Action
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 **Execution tip:** Keep actions open until objective evidence confirms the standard is restored, the fix is sustained, and repeat issues have been addressed at root cause.

- 58** Verify closure through repeat inspection, live photographs, system records, repair proof, approved creative, retraining, stock correction, or reviewer acceptance.

CRITICAL

BRAND STANDARD

Meets standard

Needs action

Critical

LIVE PHOTO

Add

 **Execution tip:** Keep actions open until objective evidence confirms the standard is restored, the fix is sustained, and repeat issues have been addressed at root cause.

- 59** Review recurring brand, service, product, people, marketing, maintenance, digital, and operating gaps by unit, region, category, cause, and overdue status.

BRAND STANDARD

Compliant

Partial

Non-compliant

N/A

 **Execution tip:** Keep actions open until objective evidence confirms the standard is restored, the fix is sustained, and repeat issues have been addressed at root cause.

- 60** Record the final score, critical failures, unresolved risks, approved exceptions, support commitments, next review date, franchisee or manager, auditor, reviewer, date, time, and signatures.

CRITICAL

BRAND STANDARD

UNIT / FRANCHISEE

Enter

DATE / TIME

Enter

APPROVAL

Sign

 **Execution tip:** Keep actions open until objective evidence confirms the standard is restored, the fix is sustained, and repeat issues have been addressed at root cause.

RUN THIS CHECKLIST DIGITALLY

Turn brand-standard findings into verified improvement

Schedule reviews, capture live evidence, escalate critical deviations, assign actions, and verify closure.

Try This Checklist
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