

Pre-Launch Brand Consistency Checklist

Checked once, on the new branch page, before it goes live — not a re-audit of every existing page each time.

A branch page that looks slightly off-brand doesn't just look sloppy — it quietly signals to a visitor that this branch matters less than the others. This is checked once, on each new page before launch, so brand drift never has a chance to compound across the network.

- [] Correct, current logo used — not an old version still floating around in a template
- [] Brand colours match the current standard exactly, not an approximation
- [] Tone of voice matches the rest of the site — not written independently by whoever set up this branch
- [] Page layout follows the same structure as other branch pages — same sections, same order
- [] Photography style is consistent — not a jarring mix of professional and phone-quality images

Ten minutes against this list before launch is far cheaper than noticing six branches later that three different logo versions have been in use.