

# Is Your Brand Working?

A quick diagnostic for brands that want to do better.

WHO IT'S FOR	WHAT IT COVERS	WHAT IT COSTS
Founders, in-house teams, and DIYers who want honest feedback.	Visual, message, UX, and the legal stuff people skip.	Nothing. No email required.

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# How to use this

Go through each section. Tick what's honestly true. The gaps are where to focus.  
The legal section covers things most brands skip. Not legal advice — just a starting point.

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## 01 — VISUAL

- High contrast between text and background.**  
Test at [webaim.org/resources/contrastchecker](https://webaim.org/resources/contrastchecker) — minimum 4.5:1 for body text.
  - Colors are intentional, not accidental.**  
If you picked them because they felt right with no further logic, they may not be working hard enough.
  - Two fonts maximum.**  
One display, one body. More than two is noise.
  - Logo works at small sizes.**  
If it breaks at 32px or on a phone screen, it's not finished.
  - Visual system is consistent across touchpoints.**  
Same fonts, colors, and spacing logic across website, social, and print.
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## 02 — MESSAGE

- A stranger could explain what you do in one sentence.**  
If they can't, your homepage isn't doing its job.
- Your headline leads with what the client gets, not what you do.**  
"Brand identity for ambitious founders" beats "We create brand identities."
- You know who this is not for.**  
A brand for everyone is a brand for no one.
- Tone of voice is consistent.**  
Same personality in your bio, emails, social, and proposals.

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### 03 — UX

- One clear next action on every page.**  
One CTA. If you have three, you effectively have none.
  - Site works on mobile.**  
Test it on your actual phone, not just a browser resize.
  - Buttons look like buttons.**  
If someone has to guess whether they can click it, fix it.
  - Contact method visible without scrolling.**  
Nav bar or hero section — not buried after three paragraphs about your process.
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### 04 — LEGAL BASICS

Not legal advice — a starting point only.

- Domain and social handles match your brand name.**  
Or close enough. Mismatched handles create unnecessary trust gaps.
  - Brand name checked against trademark databases.**  
euipo.europa.eu for EU, uspto.gov for US. Worth 20 minutes before you invest more.
  - Website has a privacy policy.**  
Required if you collect any data — contact forms, analytics, or cookies. GDPR applies in the EU.
  - Cookie notice in place if you use tracking.**  
Google Analytics counts. Embedded social content counts. Not optional in the EU.
  - Fonts are licensed for commercial use.**  
Google Fonts: yes. Downloaded from a random site: probably not. Check.
  - Images are owned or properly licensed.**  
Unsplash and Pexels are free for commercial use. Screenshots from Google Images are not.
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## Most of this is fixable.

If you found gaps, that's the point. Want help with what's not ticking?

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