



THE CJ INK DESIGNS BRAND HEALTH CHECKLIST

Has your business moved forward, but your brand hasn't completely kept up?
Tick each statement that feels true today. If you hesitate, leave it unticked.

CLARITY

- ☐ Someone landing on our website can quickly understand what we do.
- ☐ It is clear who we help and why someone should choose us.
- ☐ The way we talk about the business still reflects where it is today.

IDENTITY

- ☐ Our logo, colours, type and imagery feel like one recognisable brand.
- ☐ Our website, socials and client materials look and feel connected.
- ☐ We have the logo variations and supporting brand assets we actually need.

SYSTEM

- ☐ We know where our final files are and which versions to use.
- ☐ We have simple guidelines or templates that make everyday design easier.
- ☐ Our brand works properly in the tools we use, including AI and Design software.

BUSINESS READY

- ☐ Creating or fixing design is not eating up valuable business time.
- ☐ Our website, proposals, presentations and other important materials feel professional enough for the opportunities we want next.
- ☐ If a great client or opportunity landed tomorrow, we would feel confident showing them our brand.

OWNERSHIP & CONTROL

- ☐ We know where our final brand files are and who has access to them.
- ☐ We understand the usage rights and licensing around our logos, fonts, images and other brand assets.
- ☐ Someone else could use our brand without us having to fix every detail.

HOW DID YOUR BRAND SCORE?

0 to 5 Needs attention

Your brand may be holding the business back.

6 to 10 Getting there

The foundations are there, but some gaps need sorting.

11 to 15 Looking healthy

Your brand is keeping pace with the business.

WHAT NEXT?

See some gaps? Answer a few quick questions and I'll help work out the right next step.

SEE IF YOU QUALIFY

