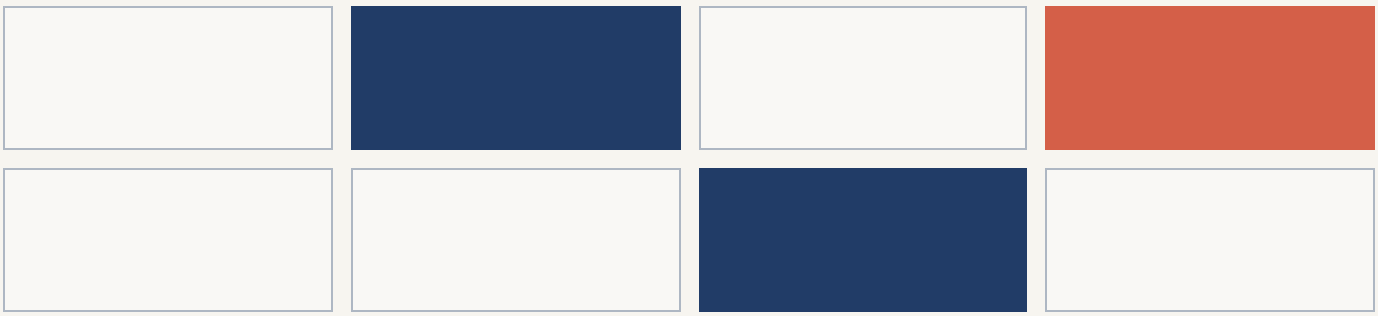
AREOTECH × AETHERIUM

Technology Brand Identity Audit Checklist

A practical scorecard for SaaS, AI, fintech, and B2B technology teams evaluating the clarity, credibility, distinctiveness, and scalability of their brand.



01 · HOW TO USE THIS AUDIT

Score the system, not just the logo

This checklist is designed for a cross-functional review. Include business leadership, marketing, sales, product, and—where relevant—customer success or recruitment. Score each statement using current evidence rather than intention.

Prepare evidence

- Current website and product screens
- Sales decks, proposals, and one-pagers
- Campaign, event, and social assets
- Brand guidelines and source files
- Competitor screenshots and messaging
- Customer or stakeholder feedback already held

Run a useful review

- Score independently before discussing
- Record examples behind each score
- Separate strategic gaps from execution gaps
- Note disagreement between functions
- Choose no more than three first priorities
- Assign an owner and a next decision

Scoring guide

1. **Absent or obstructive.** The requirement is not addressed, is misleading, or repeatedly creates confusion.
2. **Inconsistent.** Some useful work exists, but execution varies materially across teams, formats, or channels.
3. **Functional.** The requirement is generally met, though the system lacks distinction, depth, or complete documentation.
4. **Strong.** Clear thinking and consistent execution support most important use cases with only minor gaps.
5. **Distinctive and scalable.** The requirement is clearly defined, consistently applied, evidenced, and ready for future needs.

Evidence rule

A score without an example is a hypothesis. For every 1 or 2, capture the specific asset, audience question, competitor similarity, or production limitation that supports the rating.

Clarity, performance, and differentiation

AREA	AUDIT STATEMENT AND EVIDENCE PROMPT	SCORE
Positioning clarity	An intended customer can identify who the product is for, what problem it solves, the category, and the meaningful difference. Evidence: homepage, pitch, customer language, sales call patterns.	1 2 3 4 5
Value and proof	The central promise is specific, understandable, and supported by appropriate proof rather than vague claims. Evidence: product facts, demonstrations, documentation, approved case material.	1 2 3 4 5
Logo performance	The logo remains legible and identifiable in favicon, navigation, mobile, presentation, event, monochrome, and small-scale uses. Evidence: live assets, not presentation mockups alone.	1 2 3 4 5
Visual consistency	Typography, colour, imagery, iconography, diagrams, layout, and motion follow understandable rules across teams. Evidence: compare recent marketing, product, sales, and recruitment work.	1 2 3 4 5
Website differentiation	The website has recognizable brand codes beyond a prominent logo and could not easily be mistaken for a competitor template. Evidence: remove the logo and compare screenshots within the category.	1 2 3 4 5
Digital usability	Brand expression supports hierarchy, readability, contrast, responsive behaviour, and task clarity. Evidence: representative mobile and desktop pages, forms, navigation, and dense content.	1 2 3 4 5

Evidence and observations

03 · APPLICATION AND SCALE

Product alignment, business tools, and growth

AREA	AUDIT STATEMENT AND EVIDENCE PROMPT	SCORE
Product / brand alignment	The marketing experience and product UI feel related through compatible typography, colour logic, icon style, terminology, imagery, and motion—without compromising product usability.	1 2 3 4 5
Product presentation	Screenshots, demonstrations, annotations, and diagrams are current, consistently framed, readable, and faithful to the product. Evidence: homepage, product pages, sales deck, help content.	1 2 3 4 5
Sales collateral	Teams can create coherent decks, proposals, one-pagers, procurement responses, and event material without rebuilding the identity. Evidence: compare assets from several owners.	1 2 3 4 5
Competitor similarity	The company has identified overused category claims, colours, symbols, illustrations, and page patterns, then made purposeful choices about which to retain or reject.	1 2 3 4 5
Brand scalability	The system can accommodate new products, audiences, markets, languages, formats, and teams without losing recognition or forcing improvised redesign.	1 2 3 4 5
Guidelines and adoption	People can find approved assets, understand the rules, and make routine decisions. Evidence: source-file access, template use, onboarding, review process, recurring exceptions.	1 2 3 4 5

Evidence and observations

04 · PRIORITIES AND NEXT ACTIONS

Turn observations into a focused brief

Add the twelve scores. Use the total as a discussion aid, not a universal benchmark. More important: identify low-scoring areas that materially affect customer comprehension, sales, product continuity, or team execution.

Total score

_____ / 60

Record the score date and participants so a later review compares like with like.

Interpret with context

A low total may point to strategic uncertainty, missing rules, inconsistent rollout, or all three. A high total does not mean the identity should never change. Business direction and audience needs remain the deciding context.

#	PRIORITY GAP	EVIDENCE AND DESIRED OUTCOME	OWNER / DATE
1			
2			
3			

Immediate next actions

Questions for a creative partner

Important: This checklist is an internal planning tool, not a guarantee of commercial performance. Brand identity is one influence among product quality, pricing, distribution, sales execution, customer experience, market conditions, and other factors. Scores are subjective unless supported by evidence. Any legal, regulatory, accessibility, financial, or market-entry requirements should be reviewed by appropriately qualified professionals.

Discuss the next stage

AreoTech and Aetherium support technology companies with brand strategy, identity systems, art direction, and digital design. Visit areotech.org/contact to request a consultation.