



The Brand & Print Readiness *Checklist*

A 41-point audit that shows whether your branding and print materials are **winning you work** — or quietly costing you customers.

- 1** **Tick** what you're confident about today
- 2** **Count** the boxes you left unticked
- 3** **Fix** the leaks — or send us the score

9 SECTIONS · 41 CHECKS · UNDER 5 MINUTES

Customers judge your business long before they call you — on your sign, your card, your quote, your ute. **Tick what you're confident about.** Every unticked box is a small leak in how professional your business looks.

INSIDE

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Logo & Marks

5 CHECKS

- ☐ You have a **vector version** of your logo (AI, EPS or SVG) — not just a JPG
- ☐ A **one-colour version** works on both dark and light backgrounds
- ☐ A **simplified icon** version fits stamps, stickers and social avatars
- ☐ Your **favicon** is on-brand and legible in a browser tab
- ☐ Your logo is **never stretched, pixelated or squashed** — anywhere

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Colour

4 CHECKS

- ☐ Your colours are **written down** — HEX for web, CMYK or Pantone for print
- ☐ Colours **match across** your sign, vehicle, card and website
- ☐ Text passes the **outdoor squint test** — readable from a distance
- ☐ You never rely on colour alone to carry important meaning

3

Typography

3 CHECKS

- ☐ **One or two fonts max**, used consistently on everything
- ☐ Headings, body text and captions have **set sizes** you always use
- ☐ No **default-font documents** (Arial / Calibri) go out to customers

4

Business Essentials

5 CHECKS

- ☐ Business cards are **current** — name, number, email all correct
- ☐ Quotes and invoices use a **branded template**, not a blank document
- ☐ Your **email signature** matches the brand with working links
- ☐ A **with-compliments pad or stamp** exists for handwritten notes
- ☐ Every customer-facing document has your **phone number** on it

5

Signage & Shopfront

5 CHECKS

- ☐ Your sign is **clean, lit and readable** from across the street
- ☐ Opening hours are **visible and current**
- ☐ An **A-frame or window sign** promotes your current offer
- ☐ **Directional signage** helps customers find the entrance
- ☐ Nothing is **faded, cracked, taped or hand-corrected**

6

Print Collateral

6 CHECKS

- ☐ A **current flyer or one-pager** summarises what you do
- ☐ Price list / menu is **recent** and in one consistent format
- ☐ **Stickers or labels** turn your packaging into advertising
- ☐ Something physical to hand out at jobs — **door hanger, magnet, card**
- ☐ A **QR code that works** and points somewhere useful
- ☐ Outdated stock with old details has been **thrown out**

7

Vehicle & Uniform

4 CHECKS

- ☐ **Vehicle signage or magnets** — the billboard you already own
- ☐ Uniform or hi-vis carries the logo **cleanly**
- ☐ Contact details are **readable at a glance** on the road
- ☐ The vehicle in your photos **matches** the one that arrives at the door

8

Digital Consistency

4 CHECKS

☐ Google Business Profile matches your signage and real hours☐ Website header and footer show the **same logo and colours**☐ Social banners and avatars use **current branding**☐ Photos are **bright, straight and show your real work**

9

Print-Quality Basics

5 CHECKS

☐ Images are **300dpi at print size** — no screenshots of your website☐ Files include **3mm bleed** and safe margins☐ Files are **CMYK for print**, RGB for screens☐ **Paper stock suits the job** — thick for cards, coated for colour☐ You **proofread twice**, then have someone else check

YOUR RESULT

What's your score?

Count your unticked boxes.

0–5**Sharp**

Your brand is working as hard as you are. Keep it consistent.

6–12**Worth a review**

A few targeted fixes would make everything click together.

13+**Leaking money**

Customers are judging the cover — and skipping the book.

Want an expert pair of eyes?

Send CRINO your checklist score — we'll give you a **free 10-minute brand & print review** with the two or three fixes that matter most. No obligation, no jargon.

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