

Montana Main Street

Brand Audit Worksheet

Overview

Use this worksheet to review your local Main Street coordinating organization brand. Check each item, add notes and identify action steps to strengthen consistency.

Logo

- Logo is clear and recognizable.
- Logo is used in consistent proportions across platforms.
- Logo is not stretched, pixelated or altered.

Notes or action steps:

Colors

- Program colors are applied across all platforms.
- Colors look consistent in both print and digital formats.

Notes or action steps:

Fonts and Typography

- Fonts are uniform across print and digital materials.
- Fonts are simple and readable.
- Typography supports accessibility with sufficient contrast, spacing and size.

Notes or action steps:

Messaging and Tone

- Tone feels consistent across platforms (newsletter, socials, website).
- Messaging is professional, approachable and clear.
- Language reflects your community values.

Notes or action steps:

Social Media and Handles

- Accounts use the same handle or recognizable variations.
- Branding is aligned (profile photo, cover image, bio).
- Posts use consistent logo, color and tone.

Notes or action steps:

Website and Print Materials

- Website reflects the same visual style as print materials.
- Logo, colors and fonts are used consistently across all pieces.
- Materials are easy to read and navigate.

Notes or action steps:

Community Story and Values

- Materials highlight people and places in your community.
- Stories reflect community values and identity.
- Your brand reinforces pride in place.

Notes or action steps:

Overall Observations

1. What is working well:

2. Top three areas to improve:

3. Next steps and timeline: