

# Brand Consistency Checklist for Online Stores

*Use this checklist to ensure your online store presents a clear, consistent, and professional brand experience across all touchpoints.*

<input type="checkbox"/>	Your brand name, logo, and tagline are used consistently across all pages.
<input type="checkbox"/>	The same fonts and font sizes are used throughout the website.
<input type="checkbox"/>	Brand colors are applied consistently across banners, buttons, and sections.
<input type="checkbox"/>	Product images follow a consistent style, background, and tone.
<input type="checkbox"/>	The tone of voice (formal, friendly, premium, etc.) is consistent across pages.
<input type="checkbox"/>	Homepage banners match the overall brand look and messaging.
<input type="checkbox"/>	Product descriptions follow a consistent structure and writing style.

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| <input type="checkbox"/> | Call-to-action buttons use consistent wording (like "Buy Now", "Add to Cart").    |
| <input type="checkbox"/> | Email communications match the brand's tone and visual style.                     |
| <input type="checkbox"/> | Social media visuals and messaging align with the website's branding.             |
| <input type="checkbox"/> | Policies and informational pages follow the same tone as the rest of the website. |
| <input type="checkbox"/> | The overall store experience feels cohesive, not mixed or inconsistent.           |