

authentic

focused

visual storytelling



The Calm Brand Checklist

A mindful 5-minute audit to see if your brand truly feels like you.

Set a timer for 5 mins and work your way through the 3 pages to gain clarity quickly and calmly over where your brand is right now. This shouldn't be overwhelming that's why you are only dedicating 5 mins of your time. If you feel after you want to take it further you can make notes on each question.

*Little by the sea
studio*

SECTION 1: *Clarity*

Is your message clear?

Take a pause and ask yourself:



Can someone new understand what you do within 5 seconds?

☐

Does your bio, website header, or tagline reflect your current direction, not who you were two years ago?

☐

Are your words simple, warm, and human or overcomplicated and formal?

☐

When you read your captions, do they sound like you?

☐

If you hesitated it might be time to reconnect your words with your purpose.

Notes:

SECTION 1: *Consistency*



Do your visuals feel calm and cohesive?

Look across your platforms and materials:

Are your colours consistent across Instagram, website, and PDFs?

☐

Do your fonts reflect the mood of your brand
(not just what's trendy)?

☐

Are your photos and graphics giving the same emotional tone?

☐

Does your feed or homepage feel balanced, not cluttered?

☐

A consistent visual language builds trust and creates calm for your audience.

Notes:

SECTION 1: *Connection*



Does your brand reflect your values?

Reflect on your emotional connection to your brand:

Do you feel proud to share your work publicly?

☐

Do your visuals + words reflect you and the service or products you provide

☐

Do you communicate from a place of ease or pressure?

☐

When clients find you, can they feel your purpose?

☐

Your brand should feel like a deep exhale aligned, grounded, and real.

Notes:



NEXT STEPS:

find your calm direction

If you've ticked more "not quite" boxes than "yes," it might be time for a fresh, grounded perspective.

Brand detox Challenge

A place to start looking at your branding £39

I can help you move forward with the things you have covered in the checklist. This Challenge is designed for you to delve further find the reasons behind why your clients are not connecting with you in the way you want. it will gives you a more indepth exploration in to the areas you can improve your brand helping you decide if you need to invest in a Brand designer, and if you do need a designer you are clear on where you are heading.

Download now

Kickstart call

Your Brand, Clear & Confident £120

This 60-minute consultation is your power hour (and then some!) to map out the next steps for your brand to create calm consistency. Whether you're feeling stuck, overwhelmed, or just need an expert eye to guide your direction, this session will provide clarity, accountability, and an actionable plan to move forward with confidence.

[Book your call today](#) and start moving toward a brand that feels like home.



Work with me

