



Franchise Brand Audit Checklist

What You Must Complete Before You Launch

Use this checklist to assess whether your brand is ready to be franchised. If you can't check it off, I highly recommend you make the necessary changes *before* you franchise.

1. TRADEMARK & IP PROTECTION

- ☐ **Registered Trademark:** Business name legally registered (not just a business name search)
- ☐ **Logo Protected:** Logo and brand marks registered with IP Australia or appropriate body
- ☐ **Unique Name Test:** Brand name is distinctive and not generic or descriptive
- ☐ **Domain Secured:** Owns primary domains (.com / .com.au / relevant TLDs)
- ☐ **Social Handles Secured:** Consistent brand handle across all major platforms
- ☐ **No Conflicts:** Comprehensive trademark search shows no conflicting marks in your category



2. BRAND ASSETS & VISUAL IDENTITY

- ☐ **Logo Suite:** Includes horizontal, vertical, icon-only, B&W, and high-resolution formats
- ☐ **Style Guide:** Colours, fonts, logo usage rules, and brand tone documented
- ☐ **Photography:** Professionally captured, brand-aligned images for marketing
- ☐ **Pitch Deck / Prospectus:** Professionally designed Franchise Opportunity Deck
- ☐ **Marketing Collateral:** Flyers, brochures, pull-up banners ready for franchisee rollout

3. SYSTEMS & DOCUMENTATION

- ☐ **Operations Manual:** Complete with workflows, SOPs, KPIs, and brand standards
- ☐ **Brand Guidelines:** Covers visual identity, tone of voice, brand values
- ☐ **Training Materials:** Onboarding curriculum, written modules, video support if applicable
- ☐ **Support Infrastructure:** CRM, helpdesk, and centralised marketing intranet or portal



4. POSITIONING & MESSAGING

- ☐ **Elevator Pitch:** Clear one-liner that defines who you serve and what result you deliver
- ☐ **Unique Value Proposition:** Clearly articulates what makes you different
- ☐ **Offer Stack:** Franchise tiers, pricing, inclusions, and benefits clearly structured
- ☐ **Success Stories:** Case studies, testimonials, or data proving concept validation

5. LEGAL ALIGNMENT

- ☐ **Franchise Agreement:** Drafted by a qualified franchise lawyer and Code-aligned
- ☐ **Disclosure Document (FDD):** Compliant with the Franchising Code of Conduct
- ☐ **IP Clauses:** Protects brand, defines acceptable franchisee usage
- ☐ **Exit & Dispute Processes:** Clearly documented in legal templates