

Audit: where the system drifted

Scope: both public page implementations, the live branding page computed styles, shared navigation and motion, local logo files, the existing public ZIP and all nine pages of the existing guidelines PDF. No conversion analytics, screen-reader study or print-vendor proof was performed.

Critical — mockups passed off as working assets

The branding page provided one download: the guidelines PDF. Business cards, stationery and social media examples were flattened presentation images, with no editable files, transparent/vector masters, production sizes, bleed or licensing guidance. Remediation: a versioned asset library with individual formats and a complete ZIP.

High — contradictory source of truth

The old BRAND_REFERENCE.md in the export names Deep Navy #1A2332, Cyan Blue #00D9FF and Tech Purple #6C5CE7. The website and newer PDF specify the current red-primary five-color palette. Merely adding Electric Blue did not fix those contradictory files. Remediation: current manual and tokens share one configuration; legacy artifacts are no longer linked as the current kit.

High — inconsistent logo execution

Primary, dark and light PNGs had fully opaque alpha ranges. The hero showed a black rectangle around its logo; the footer/nav mixed typed wordmarks with artwork. Remediation: one traced silhouette in transparent primary/reverse/monochrome masters and shared site logo use.

Audit: UI & accessibility

High — typography not implemented as documented

Live computed styles on /branding returned weight 400 and Inter for headings, even the Montserrat and Black 900 examples. Source uses font-800/font-900 without numeric weight definitions and font stacks with undefined CSS variables. Remediation: explicit numeric weight utilities, valid font stacks and locally hosted licensed fonts.

High — low-contrast application, not a bad palette

White on red: 3.88:1; normal-text failure.

Charcoal on red: 4.4:1; normal-text failure.

Blue on white: 4.83:1; normal-text pass.

Blue on charcoal: 3.53:1; normal-text failure.

Coral on charcoal: 6.15:1; normal-text pass.

White on burgundy: 7.82:1; normal-text pass.

Remediation: retain all five HEX values. Use large bold white labels on red buttons, coral/white text on charcoal and Electric Blue links on white.

High — hidden content and focus gaps

AnimatedSection initially rendered opacity-0. Missing reduced-motion handling, sticky-anchor clearance and menu expanded/control relationships increased fragility. Remediation: visible-first content, reduced-motion CSS, focus styles, skip links and accessible navigation.

Medium — downloads buried below a full-screen hero

The portal's first action led into a long showcase, not to usable assets. Remediation: immediate kit download, category filters, search, file types, sizes and production notes.

Audit: brand trust risks

Open — contact form does not send

Source inspection: handleSubmit only sets submitted=true, then renders "Message Sent!". No API call, email action or persistence is present. This is not a delivery system. This release makes that limitation explicit and provides the existing telephone contact instead of a false confirmation. Email-delivery setup still requires a separate approved implementation.

Open — published claims need evidence

The page contains 120+ Apps Shipped, 50+ Enterprise Clients, 99.9% Uptime SLA and a 4.9-star rating, named testimonials, a 20% profitability claim and response-time promises. Supporting records or approvals were not present in the inspected source. Their truth is unverified, not disproved. Owner verification is required; they are excluded from new reusable brand templates.

Open — external portfolio destination

The Rezevo link has a previously documented redirect to a domain marketplace. This audit does not guess another destination or remove the project. Confirm its current URL before using it as proof of live client work.

Open — team imagery provenance

The local team illustration/photo is labeled as the badAPP team. The inspected files do not establish it depicts actual staff. Confirm provenance and usage rights or relabel/replace with verified team photography.

Medium — missing brand-page metadata

The portal inherited generic marketing metadata. Remediation: dedicated title and description; a consistent new link-preview asset and app symbols.

Release QA & remaining gates

Changed in this release

Versioned asset library; path-based logo masters traced from existing artwork; solid approved colors; transparent PNGs; current guidelines; measured contrast table; licensed fonts; channel-sized digital art; vector business cards with trim/bleed; editable Word and PowerPoint files; contact signature; tokens; complete package and checksum manifest.

Validation scope

File dimensions, vector structure, PDF page boxes, ZIP integrity and internal download paths are mechanically checked. Site compilation and runtime checks are reported separately in the delivery message. Do not read this document as proof of a deployment or of a printer proof.

Before production

Approve the traced logo at vendor output size. Office templates use editable text and require installed fonts; visual rendering can vary by Office version. Send an email-signature test. Check platform crop previews. Obtain printer-specific color conversion and a physical/contract proof.

Before stronger marketing claims

Validate the published metrics and testimonials, identify a real recipient for contact delivery, confirm external portfolio destinations and confirm team imagery. No unsupported claim is turned into a brand promise by this kit.

Palette lock

Deep Charcoal #1A1A2E; Vibrant Red #FF1A1A; Bright Coral #FF6B6B; Electric Blue #0066FF; Deep Burgundy #9B2335. No colors were substituted or added to the brand palette.