

Brand Audit

→ **Honestly assess where your brand stands today** — before you build, invest, or refresh.

How to use this form: Score each area as it is *today* — not as you'd like it to be. Add the rating in the Score column. Add notes in the right column. Add your average score at the end of each section. Use the Summary Scorecard at the end to find your priorities.

Rating Scale

SCORE	WHAT IT MEANS
1	Doesn't exist
2	Exists but needs major work
3	OK but inconsistent
4	Good, mostly consistent
5	Strong, consistent, and intentional

[01] Brand Clarity

Can you explain what your brand does, who it's for, and why it matters in 10 seconds? This section checks whether your foundations are solid.

WHAT TO ASSESS	SCORE	NOTES
Clear purpose — you know WHY your brand exists beyond making money		
Defined target audience — you know exactly who you're talking to		
Clear point of difference — you can say why someone would choose you		
Consistent brand values — values that actually guide decisions		
Written positioning statement — your positioning exists in words		

→ **Average score:** /5

[02] Visual Identity

Consistent visuals build trust and recognition. Even if your brand is young, these elements should be intentional — not accidental.

WHAT TO ASSESS	SCORE	NOTES
Professional logo — works in colour and black & white, at any size		
Defined colour palette — same colours used consistently, hex codes saved		
Typography — same 1–2 fonts used consistently across all touchpoints		
Consistent visual style — photos and graphics have a recognisable look		
Brand assets are organised and accessible — easy to find and share		

→ **Average score:** /5

VISUAL ASSET CHECKLIST

ASSET	✓ YES	~ NOT YET	× NO	NOTES
Primary logo (SVG or EPS)				
Logo on dark background version				
Icon/logomark only version				
Brand colour codes (HEX, RGB, CMYK)				
Primary and secondary fonts licensed				
Brand guidelines document				
On-brand photo library (10+ images)				
Canva/design template set up				

[03] Voice + Messaging

Inconsistent voice is one of the most common brand problems — and one of the cheapest to fix. Your writing should sound like the same person, everywhere.

WHAT TO ASSESS	SCORE	NOTES
Defined tone of voice — you know how your brand should sound		
Consistent across channels — website, social, email all sound like one brand		
Clear tagline or brand one-liner — a sentence that captures what you do		
Compelling website headline — communicates your value in 5 seconds		
Product / service descriptions — written in your brand voice		

→ **Average score:** /5

Reflection [Voice + Messaging]

Write your current tagline or one-liner here:

(What do you say when someone asks what you do?)

Does it clearly say who you help and how?

(Yes / No / Not sure — be honest)

[04] Audience Fit

A brand that tries to speak to everyone connects with no one. This section checks how well you know and reach your ideal customer.

WHAT TO ASSESS	SCORE	NOTES
Clear ideal customer profile — you can describe your best customer in detail		
Content speaks directly to them — addresses their real concerns		
You get enquiries from the right people — most inbound is your target customer		
Customers refer others like them — word of mouth brings similar quality leads		
You understand why customers choose you — you've asked and know the real answer		

→ **Average score:** /5

Reflection [Audience Fit]

Who is your best / most loyal customer?

(Describe a real person, not a demographic)

Why did they choose you?

(What have they actually told you, or what do you believe?)

Who are you attracting that you don't want?

(Any pattern of wrong-fit enquiries or customers?)

[05] Consistency Across Touchpoints

Pick up your phone and visit your own website, Instagram, and Google listing as a stranger. Does it all look and sound like one brand?

TOUCHPOINT	✓ YES	~ NOT YET	× NO	NOTES
Website — reflects current brand visuals and messaging				
Instagram / TikTok — consistent visual grid and voice				
Facebook page — up to date, consistent with other channels				
LinkedIn — bio, banner, and posts match brand				
Google Business Profile — accurate, branded, has photos				
Email signature — includes logo and correct contact details				
Packaging / physical materials — matches digital brand				
Invoices / proposals — branded consistently				
Out of office / auto-replies — written in brand voice				

→ **Average score:** /5

[06] Digital Presence

You don't need to be everywhere — but where you are should be strong. Score only the channels you actively use.

WHAT TO ASSESS	SCORE	NOTES
Website — professional, loads fast, looks good on mobile		
SEO basics in place — page titles, meta descriptions, alt text		
Social media — channels you use are active, on-brand, consistent		
Email marketing — you have a list and communicate with it		
Online reviews / social proof — actively managed		

→ **Average score:** /5

SUMMARY SCORECARD

Add up your average scores per section, set a priority level, and write the single most important action to take in each area.

AREA	SCORE /5	PRIORITY (H/M/L)	TOP ACTION
Brand Clarity			
Visual Identity			
Voice + Messaging			
Audience Fit			
Consistency			
Digital Presence			
TOTAL	/30		

SCORE GUIDE

TOTAL	WHERE YOU ARE	WHAT TO DO NEXT
1–10	Foundation needed	Start with the Brand Strategy before investing in marketing or new materials
11–18	Building momentum	Good bones but gaps exist — tackle your highest-priority area first
19–24	Strong & consistent	Your brand is working — focus on the areas you scored lowest
25–30	Brand-led business	Clear and intentional — your energy now goes into growing, not fixing

Are you ready to take your brand to the next level and make it irresistible? Let's chat! Just fill out the form on the Contact page and book a FREE Discovery Call to get started.