



-DIY BRAND AUDIT-

Consider each of the following to create an objective snapshot of your branding.

- Purpose & Mission-** Is it detectable, and how does the audience define it?
- Target Audience-** Is it detectable and easily defined? Who is your branding currently appealing to?
- Identity Design-** Assess brand copy and graphics. Voice, tone, essence. Logo, colors, textures, fonts, shapes, & photography.
- Measure Platforms-** Where is your brand working? Where is your brand not working? What platforms do you need to add/eliminate?
- Connectivity-** Assess interactions, reviews, trustability, credibility, associations, inquiries, re-posts, likes, etc. How connected are you do your audience?
- Consistency-** Is your brand recognizable across all platforms? Are postings regular and frequent?
- Positioning-** What role does this brand play within the industry? Local industry/market? What role/positioning does it appear to have?
- Pro's & Con's-** List +'s and -'s of your brand and messaging.
- Actionables-** What steps can be taken to improve branding and how your brand is perceived by the target audience?