

Brand Audit Template

Conducting a brand audit can help determine how effective your current branding is in these areas:

- Core identity
- Verbal identity
- Visual identity

Core Identity

Brand or organization name:

Reasoning behind brand or organization name:

What is your brand's purpose?

What are your brand's goals and objectives?

What are your brand values?

Who are your current customers?

Who is your target audience and where are they located?

Describe your brand's personality:

How do you want to be perceived in your industry?

What image do you want your brand to deliver?

Who are your competitors?

What makes you stand out from your competitors?

How can your brand strengthen your products, services, or offerings?

Based on the current success of your organization, rate the effectiveness of your branding (1 = "ineffective" and 10 = "highly effective"):

What needs to change to increase your brand's effectiveness?

Verbal Identity

Describe your brand's tone:

What is your brand's tagline or catchphrase?

Is your tagline or catchphrase effective? Describe its strengths and weaknesses:

What is your brand's elevator pitch?

Describe any other key messages your brand uses:

Describe your value propositions:

Describe the main selling points of your brand:

Describe your brand's unique offerings:

On a scale of 1 to 10, rate the effectiveness of your verbal branding:

What needs to change to increase the effectiveness of your verbal branding?

Visual Identity

Describe or include your logo here:

What are the strengths of your logo? Consider its design and copy.

What are the weaknesses of your logo? Consider its design and copy.

Describe or insert your brand's color palette here:

Does your color palette reinforce your brand's ideals? For example, some brands may consider updating or revising a palette that does not support modern or contemporary goals.

Describe or input your typography here:

Why does your brand use this typography?

Does your visual identity reflect your brand's personality?

Does your visual identity stand out in your industry's marketplace? Can it be improved?

Is your visual branding unique from your competitors'?

What should your visual branding communicate to your customers, stakeholders, and competitors?

Customers:

Stakeholders:

Competitors:

Evaluation

Answer the following questions to understand where improvements should be made to your branding.

Based on this audit, how effective is your brand?

What opportunities for improvement within the three brand areas can you identify?

Core Identity:

Verbal Identity:

Visual Identity:

What key performance indicators (KPIs) will you begin or continue to track to measure your brand's effectiveness?

What will you measure to track brand awareness?

What indicators will you track to measure referral traffic?

What indicators will you track to measure earned media value?

What indicators will you track to measure social media engagement and effectiveness?

Describe your plans for conducting customer and audience research:

Describe the key takeaways this brand audit has uncovered:

Describe your first three action items for brand improvement:

- 1. Item #1:**
- 2. Item #2:**
- 3. Item #3:**

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