



Find your Brand's Soul



Your Ultimate Brand Audit Guide

THE BASICS

You may be thinking, my brand is fine! I have a logo. However, that is far from the truth. A logo and the visual elements that go along with it are referred to as a brand identity. Branding, however, is the overall personality and presence of your business. In the following pages we will begin to discover your brand's soul and if your current branding elements align with who you are and the customers you wish to attract. If at the end of this worksheet the answer is no, it may be time for a brand refresh!

Diving into a worksheet like this can at times be a bit daunting. Let's start with the basics and get you in the mindset of what it is that you do and what you do differently from your competitors.

Company Name: _____

Tagline: _____

Niche Market: _____

What makes you different from your competitors?

What do you offer?



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STEP 1: WHO IS YOUR BRAND

Most people have a pretty good idea of WHAT their brand does, what products you sell or what services you offer, but have you ever taken the time to think about WHO your brand is? Let's take that a step further and think about who your ideal client is and what they like/dislike. The first and I would argue the most important step to this is making sure you have a brand in which your customers can find themselves in.

What is your Mission Statement?

List 3-5 words that describe your company:

List your 3 main VALUES:

What do you want your brand to be known for?

YOUR IDEAL CLIENT

Warning! Where companies tend to go wrong here is say "We are for everyone!" While your products/services may appeal to a wide range of people, take a minute to think about who your IDEAL client is, not just the ones that could pay you money. I'm talking about the ones that become part of your lifetime followers, your brand ambassadors, shouting from the rooftops what you offer and why their friends NEED it!

Age: _____

Income: _____

Profession: _____

Location: _____

List 3 of their likes:

List 3 of their dislikes:

What do they ultimately want?

List as many problems they face that you can think of - use separate sheet if needed:

What are 3 brands that they like & why?

STEP 2: LET'S TALK AESTHETIC!

This is where we get to have a bit of fun! Let's take an objective look at our visual elements and how they align with WHO your brand is and your ideal client that we established in Step 1.

LOGO:

Does your current logo align with WHO your brand is? _____

Does it appeal to your ideal client? _____

If the visual style behind your logo were a person, what friends would they have, where would they shop, what would their home look like, etc....

FONTS:

Do the current fonts you are using align with the style of your ideal client? _____

Do they feel outdated? _____ Are they hard to read? _____

Establish your font styles moving forward - if these are the same as your current font styles, great job! This means your font style is in alignment with WHO your brand is.

Limit yourself to 2 font categories for your brand:

_____ Serif: Classic and Traditional Example: Times New Roman

_____ Sans Serif: Clean and Modern Example: **Helvetica**

_____ Script: Elegant and Feminine Example: *Calligraphy Fonts*

_____ Handwritten: Fun and Playful Example: *Handwritten but not cursive*



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COLORS + THE EMOTIONS THEY EVOKE

Does your brand use any of the colors below? Pay close attention to the emotion that these colors convey. Is this the emotion that you want your customers to experience?

Check any of the ones that apply to your brand.



Red: passionate, aggressive, important



Orange: playful, energetic, cheap



Yellow: happy, friendly, warning



Green: natural, stable, prosperous



Blue: serene, trustworthy, inviting



Purple: luxurious, mysterious, romantic



Pink: feminine, young, innocent



Brown: earthy, sturdy, rustic



Black: powerful, sophisticated, edgy



White: clean, virtuous, healthy



Grey: neutral, formal, gloomy

Don't see your brand color above? Do a quick Google search of your color with the word "emotions" and you will find the feelings behind your specific color scheme.

PHOTOGRAPHS/GRAPHICS

The best way I have found to make sure the photographs and graphics I am using are on-point for my brand aesthetic is to create a Pinterest board or a collection of graphics/photos with a stock photo website such as Shutterstock that I can refer back to when choosing new images to use. Put your new image up on your screen beside this board and see if it seems to fit the visual feeling or competes with it.



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STEP 3: REVIEW & REALIGN

Use this checklist to go back to each of these items in your branding arsenal, check each of them against the last two pages of this worksheet to decide if they align with the current direction of your brand or not. If not, it may be time for a re-design!

AESTHETICS:

- ☐ Logo & Alternate Logos
- ☐ Color Pallete
- ☐ Fonts
- ☐ Photographs/Graphics
- ☐ Stationary
- ☐ Brochures/Flyers
- ☐ Trade Show Signage
- ☐ In-Store Signage
- ☐ Email Signature
- ☐ Social Media Templates
- ☐ Website
- ☐ Advertisements
- ☐ Promotional Material

WORDING:

- ☐ Print Material
- ☐ Social Media Profiles
- ☐ Email Templates
- ☐ Website Verbiage
- ☐ AD Copy
- ☐ Presentation Material
- ☐ Inner Office Communication
- ☐ Titles for Employees
- ☐ Service/Product Names
- ☐ Service/Product Descriptions
- ☐ Mission Statement
- ☐ Goals List
- ☐ Order Receipts/Emails



Feeling Overwhelmed?

Trust me, you are not alone!

An outside perspective is GOLD in this type of exercise! Schedule a brand audit with me today where we will work through this worksheet and review what you have put out in the world and discuss why it does or does not align with the heart and soul of your brand!

My clients come to me in all stages of their branding from re-branding an established company to doing this necessary discovery work for a new start-up. Whatever stage you find yourself in I am happy to help!

Visit oakescreativehouse.com to schedule a FREE 30-minute Discovery Call!



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