

Your Brand Asset Checklist & Audit

— WORKBOOK —

create | inspire | grow



what is a brand audit?

A brand audit helps you to understand your brand's position in the market, how it is perceived by your customers, what the strengths of your brand are, what the weaknesses are, and identifies gaps for improvements and opportunities to create a stronger brand presence. Once completed you can start to build your strategy to close the gaps and improve your branding experience.

THE CHECKLIST

Compile all your branding assets from digital to print. Goal is to identify if your brand message is consistent, cohesive, and will capture the touch points of where your brand exists. It will help to understand the image of your brand internally and externally. Check off the assets you currently have and proceed to the next section.

LOGO & BRAND ASSETS

- Colours
- Typography
- Tagline
- Brand Name
- Voice / Tone
- Brand Style Guide

DIGITAL ASSETS

- Blogs
- Newsletters
- Online Profiles
- Websites / Web Style Guide
- Social Media Channels
- Email & Communications

OPERATIONAL ASSETS

- Business Plan / Marketing Plan
- Quote Forms
- Price Lists
- Templates / Invoices
- Emails / Communication Channels
- Reports / Contracts / Proposals
- Processes / Analytics

CORPORATE ASSETS

- Letterhead / Envelopes / Stationary
- Business Cards
- Brochures / Postcards
- Banners / Signs / Exhibition Stands
- Promotional Give-awaysPoints
- PowerPoint Presentations
- Media Kits

start your audit.

For each brand asset you checked off, complete the following:

WHAT IS THE PURPOSE OF THIS ASSET?

WHAT IS THE BRAND MESSAGE BEING CONVEYED?

BASED ON THIS ASSET - WHAT IS THE BRAND IMAGE INTERNALLY? EXTERNALLY?

IS THIS ASSET USED IN ADVERTISING? PROMOTIONS? MARKETING? SHOULD IT BE?

IS YOUR BRANDING CONSISTENT? COLOURS? LOGO? TYPOGRAPHY? VOICE? TONE?

ARE YOU LEVERAGING ON SOCIAL MEDIA? WEBSITE? IN PRINT?

WHAT HAS BEEN THE RETURN ON INVESTMENT IN DOLLARS? IN REPUTATION? IN CUSTOMER VALUE?



Thank you for downloading and using our sweet brand audit.

Branding your business effectively and profitably can be overwhelming. We are always here to support our local small businesses and hope we can connect with you.

We love helping and answering branding, design, and marketing questions. Our Facebook page is meant specifically for helping startups, small businesses with tips and tricks to help improve your marketing and branding efforts to grow your business.

Join our community: @sweetpmarketing

Loving this audit? Did it help with your branding process? Your feedback is important. Still need some help? Book your free branding session with us today on our website.

LET'S CONNECT

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