**[A blue and white logo

Description automatically generated](https://www.smartsheet.com/try-it?trp=11866&utm_source=template-word&utm_medium=content&utm_campaign=Brand+Audit-word-11866&lpa=Brand+Audit+word+11866)**

**BRAND AUDIT TEMPLATE**

**Performing a brand audit will help you determine your brand’s current effectiveness in the marketplace.**

# BRAND CORE IDENTITY

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| *What is your organization’s name?* |
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*Why is it named that?*

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*What should your organization’s name evoke for existing or potential customers?*

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*As an organization, who are you?*

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*What is your organization’s purpose?*

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*What do you do as a company?*

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*What are your company’s values?*

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*Who are your customers?*

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*Where are your customers located?*

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*Ideally, how do you want to be perceived in the marketplace?*

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*How would you describe your organization's personality?*

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*What do you hope to achieve with your brand?*

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*What's the primary image you want your brand to convey?*

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*How can your brand help you achieve your goals?*

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*Who is your "target audience"?*

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*How do you think your brand can help reinforce your organization's offerings?*

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*Who are your competitors?*

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*What distinguishes you from your competitors?*

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*What is it that makes you better than your competitors?*

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*How can your brand help you best your competitors?*

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*Overall, on a scale of 1–10 (“1” being “not very effective” and “10” being “highly effective”), how would you rate the effectiveness of your brand’s core offerings?*

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*What do you believe needs to change (if anything) to make your brand’s core identity more effective?*

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VERBAL IDENTITY  
**Answer the following questions about the verbal qualities of your brand to help you assess whether improvements need to be made to your brand’s messaging.**

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| *How would you describe your brand’s tone?* |
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*What is your brand’s tagline?*

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*Does your tagline work? Is it effective? Why or why not?*

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*How would you sum up your brand’s “elevator pitch” (i.e., 30-second explanation)?*

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*What other “key messaging” does your brand offer?*

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*What is your brand’s value proposition?*

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*What are your brand’s main selling points?*

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*What unique value do your customers receive from your products/services?*

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*Overall, on a scale of 1–10 (“1” being “not very effective” and “10” being “highly effective”), how would you rate the effectiveness of your brand’s verbal identity?*

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*What do you believe needs to change (if anything) to make your brand’s verbal identity more effective?*

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VISUAL IDENTITY  
**Answer the following questions about your brand’s visual identity to help you assess whether improvements need to be made to your brand’s visual presence in the marketplace.**

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| *What is your organization’s logo?* |
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*What imagery and verbiage is/isn’t working in your logo? Why?*

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*What is your company and logo’s “color palette”? Is it as contemporary as you would like it to be?*

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*What typography do you use in your brand? Why?*

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*How well does your visual identity reflect your brand’s personality?*

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*How well is your brand reflected visually in the marketplace? How might it be improved?*

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*How well does your brand differentiate you from the competition?*

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*Ideally, what would you like your visual identity to communicate?*

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BRAND EVALUATION  
**Answer the following questions about your brand’s visual identity to help you assess whether improvements need to be made to your brand’s visual presence in the marketplace.**

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| *Overall, from what you’ve reflected on in this brand-audit process, how effective do you consider your brand to be? Why?* |
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*What opportunities do you think would help you improve your brand?*

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*How will you track your brand’s effectiveness in the marketplace? In other words, What are the key performance indicators (KPIs) you’ll use to measure your brand’s effectiveness?*

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*How will you measure brand awareness in the marketplace?*

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*How will you measure brand-related referral traffic?*

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*How will you track your brand-related earned media value?*

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*How will you compare that earned media value to your competitors’?*

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*How will you measure your brand-related social media effectiveness?*

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*What type(s) of customer research will you conduct to measure your brand’s effectiveness?*

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*What are your key takeaways from this brand audit?*

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*What is your first action item to improve your brand?*

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