Brand Design Audit

GET YOUR VISUAL BRANDING ON POINT

What is a brand design audit?

A Brand identity is the blueprint for the visuals of your brand and is created with your ideal client in mind. It provides the framework for how to style and use your logo, your fonts, color palette, photography, and additional graphics. Everything you create, print or digital, should be in line with your brand identity, speak to your dream audience, and help you stand out from the competition. While a brand identity is a piece in building an impactful brand, it's a vital one that helps you create a strong, memorable first impression.

OK, so what's the audit?

The audit is a 2 step process to get your brand identity on point. First, you'll describe foundational elements of your brand. This step is crucial. You may have something that looks nice, but if its not created for your ideal clients, and to highlight what makes you unique, it won't be doing its job!

Next, you will run through a checklist with all of your materials to ensure everything is cohesive, consistent and sharing the right message.

Chat soon,
Sara
Branding + Web Designer

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STEP 1.1

Describe Your Ideal Client

Use the prompts below to clearly describe your ideal client

DEMOGRAPHICS

- Age _____

- Gender _____

- Income _____

- Location: Major City | Suburbs | Small town | Other _____

WHAT DOES THEIR LIFE LOOK LIKE?

Start to picture your ideal client's life. What type of job do they have? Do they love it? What do they do on the weekends? Are they 90's pop fans or are they obsessed with inspirational podcasts? Use the space below to describe their life in as much detail as possible.

THREE WORDS TO DESCRIBE YOUR IDEAL CLIENT

What three words best describe your ideal client? Some ideas to help you get started; adventurous, serious, playful, spiritual, bold, quirky

_____   _____   _____

STEP 1.2

Describe Your Brand's Role

WHAT PROBLEM ARE YOU SOLVING FOR YOUR IDEAL CLIENT?

WHAT IS UNIQUE ABOUT YOUR BRAND?

What is your unique positioning in the market? How do you stand out from your competition? How do you do things differently? What is your personality like - how would your friends/family describe you? What is unique about your story?

HOW DO YOU WANT PEOPLE TO FEEL IN YOUR WORLD?

_____   _____   _____

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Checklist

Gather all your branded materials - website, social media, workbooks, proposals, presentations, (you get the idea) and check for the following:

AUDIENCE

	YES	NO
• Do you have a clear picture of who your ideal client is?	☐	☐
• Would yo usue the same three words to describe your brand design that you used for your ideal clients?	☐	☐
• Do your visuals match the experience and overall feeling you want people to have when they are in your world?	☐	☐

COMPETITION

• Are you using fronts different than your top 2-3 competitors	☐	☐
• Is your color palette unique to you?	☐	☐
• If your ideal client came to your IG, website, or other branded material, could they easily tell the difference between you and your competition?	☐	☐

QUALITY

• Do your visuals match the quality of the coaching/service you provide?	☐	☐
• Does your brand identity reflect your price-point?	☐	☐
• Does your branding capture your uniqueness + personality?	☐	☐

LOGO

	YES	NO
• Do you have *only* 1-2 variations of your primary logo?	☐	☐
• Are you sizing and placing it in a consistent way?	☐	☐

FONTS

	YES	NO
• Are you only using 2-3 fonts? *I recommend sticking to 2 and having one with varying weights (aka light and bold)*	☐	☐
• Do you have a clear font heirarchy used consistnetly across materials? *(a font/style for headers, subheaders, body copy, etc.)*	☐	☐
• Does one of the fonts represent your brand's personality? *I recommend having personality-packed font and making that your header font or an accent font*	☐	☐

COLORS

	YES	NO
• Are you using hte same color palette everywhere? Not just "blue", but your specific shade of blue	☐	☐
• Are you using colors your ideal client would be drawn to?	☐	☐
• Are you using colors that capture your essesnce?	☐	☐

PHOTOGRAPHY

	YES	NO
• Does the photography style match your brand aesthetic?	☐	☐
• Are you using consistent imagery?	☐	☐
• Do they represent your ideal client and/or things they do?	☐	☐
• Do they highlight what makes you unique/your personality/the role you play?	☐	☐

ADDITIONAL GRAPHICS

	YES	NO
• If you are using a pattern or texture - is it used throughout all your materials?	☐	☐
• Are your icons and other graphics done in the same style?	☐	☐

Next Steps

"Yes" Across the board

Congratulations! You're on your way to building a brand that is a client-attraction tool. If you're ready to take things further, look at your content. Is this speaking to your ideal client?

"NO" on the audience, competition, quality

If you couldn't check yes to these sections and questions related, it's time to re-evaluate your brand identity. You may have pretty graphics, but they aren't doing anything to enhance your brand. Start to refine your visuals to align with your ideal client description, the quality you provide and what makes you different.

"No" on logos, fonts, colors, photography, and graphics because you don't have these

You may have some basic brand design elements that are on point, but you don't have a full brand identity. Look to add different visual elements and build out your brand identity so that it turns into a client-attracting asset that is helping you stand out and become remembered.

Struggled to describe your aideal client and/or your brand's role

If you got hung up on step 1, ask yourself who has been your favorite person to work with. Can you describe them using the prompts?

Ready to have a brand design that actually works?

If you ran through this checklist and realized your visual brand isn't matching the level you are currently at in your business, it's time to BOSS UP your brand.

Let's Build it Together