

IS IT TIME FOR A RE-BRAND?

Token Branding Self-Assessment



TOKEN



WHAT IS BRANDING?



In the ever-shifting, modern day business world, it can be difficult to understand what people are talking about when they refer to branding. Though it is one of the most common ways that a business can add value, often, companies don't go into the branding process with the full understanding of what they are trying to accomplish. As a result, the rebrand often misses the mark and doesn't ever reach its full, value-bringing potential.

Simply put, branding is the core identity of a company, and the way that this identity is communicated with the world.

Understanding both parts of what branding is will allow you to harness the power that a clear and purposeful brand can bring, both in communicating your mission to the world, and in the bottom line.

Often, "branding" is confused and used interchangeably with "logo" or the icon you use on your storefront, social media, or website. Although a logo is an important part of the overall brand, that is only a small piece of a company's brand as a whole.

Brand encompasses identity. Parts of this include the business voice, tone, color scheme, clearly communicated values, products, and more; it is an

integral aspect of any company. A strong and professionally developed brand will allow you to speak directly to the people that you're seeking- and creates a sense of loyalty and recognition among those that your company serves.

So what does this actually look like for me?

At Token, the first conversations that we have with potential customers are always to help them clarify whether or not it's the right time to invest in branding. We ask these clarifying questions because we've learned that often, a client assumes that a quick logo change will solve the issues that their brand is facing, without considering the other factors that could be contributing to the problems they're seeing. Factors that contribute to a disorganized brand could include the website, logo, or even an inconsistent brand voice being used across social media channels.

There are many elements that create brand cohesion and success. At Token, we're experts at assessing the areas that are holding our client's organizations from reaching their brand potential, and are always working to find the best solutions.

Since our first step in working with Token clients is assessing what kind of branding project would best serve their needs, we've compiled a list of the questions that we use in these assessments to create a simple self-assessment that you can do yourself.

These questions will work best when you answer them from an unbiased, birds-eye view of your organization- and will help you decide if it's time for a rebrand.

TAKE THE BRAND ASSESSMENT >

SELF ASSESSMENT QUESTIONS



Circle the options that fits you best

LOGOS/VISUALS

Do you feel like your main logo communicates what you do?

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 ▪ Me 100%

Do you feel like your logo works well across all types of applications? (social media, print, merchandise, website, etc.)

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 ▪ Me 100%

Does your website & social media feel modern and attractive?

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 ▪ Me 100%

Do you feel like the way you talk about your brand is clear and consistent?

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 ▪ Me 100%

Are you content with the value your branding gives your organization?

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 ▪ Me 100%

MARKET

Has your branding changed at all since you have grown or changed in size as a company ?

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 ▪ Me 100%

Have you ever hired a branding professional before?

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 v ▪ Me 100%

Does your current branding stand feel ahead of your competitors?

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 ▪ Me 100%

Do you offered the same services since your current branding was created?

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 ▪ Me 100%

Are you actively attracting new markets of customers to your business?

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 ▪ Me 100%



SELF ASSESSMENT QUESTIONS

VISION

Do you feel like your business name properly communicates who you are?

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 ▪ Me 100%

Do you feel excitement towards your identity as a company?

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 ▪ Me 100%

Are you looking to keep a certain image of your company you currently have?

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 ▪ Me 100%

Do you have a brand-related guidelines that your entire company follows?

- 1 ▪ Not Me
- 2 ▪ Barely Me
- 3 ▪ Sort of Me
- 4 ▪ Definitely Me
- 5 ▪ Me 100%

HOW DID YOU DO?

Now that you have taken the time to look at your brand and give it a quick assessment, hopefully you will have more clarity as to your next steps when it comes to branding. If none of these questions resonated with you and your overall score was low, you are in luck! You must be doing a lot of work on how you communicate your brand and I would bet that you have a pretty strong and developed brand already; keep up the great work. If you got to the end of the assessment and your score was fairly high, it might be time to look at the elements of your brand that aren't up to your standards. Obviously, we cannot sum up everything here in a few short questions and a lot of branding solutions are a lot more complicated and specific to you.

Contact us today to take us up on our free 1 Hour Brand Assessment and see how we can help you to step your brand up!



SCORE _____ / 70

20-40 It looks like there may be a few holes in your branding. It might be time for a re-brand!

40-60 It looks like your brand is pretty strong with a few areas you could improve. Great start!

60-70 You have a strong brand! You have definitely put work into your image and should only re-brand if you're trying to hit new markets!

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