



Brand Audit Kit

A guide to brand alignment

Welcome to the *Brand Audit Kit*, a journey of self-discovery for your brand. Within these pages, you'll find prompts, checklists, and scorecards designed to illuminate your brand's essence, voice, and visual identity. Allow the lyrical flow of this audit to guide you toward a deeper, more resonant connection with your audience.

How to Use This Kit

This kit is designed to be a gentle, reflective process. Approach each section with openness and curiosity. There are no right or wrong answers, only insights waiting to be discovered.

Instructions:

1. **Read:** Begin by carefully reading the introductory text for each section.
2. **Reflect:** Use the reflection prompts to delve into your brand's core values and beliefs.
3. **Check:** Complete the checklists to assess your current brand practices.
4. **Score:** Utilize the scorecards to evaluate the effectiveness of different brand elements.
5. **Implement:** Use the 'Next Steps' to translate insights into action.

Take your time, and allow the process to unfold organically.

Brand Essence

Reflection Prompts:

- If your brand were a poem, what would it be about?
- What are the core values that drive your brand's mission?
- What is the single, most important promise you make to your customers?

Checklist:

- ☐ Our brand values are clearly defined. (Yes/No/Partially)
- ☐ Our brand values are reflected in our actions. (Yes/No/Partially)
- ☐ Our brand promise is consistent across all touchpoints. (Yes/No/Partially)

Scorecard:

- Clarity of Brand Values: (1–5)
- Authenticity of Brand Expression: (1–5)
- Resonance with Target Audience: (1–5)

Next Steps:

- ☐ Refine brand values to better align with the mission.
- ☐ Develop an articulation of the brand promise.
- ☐ Create content communicating brand values to the target audience.

Brand Voice

Reflection Prompts:

- If your brand could speak, what would its tone and vocabulary be?
- How does your brand communicate its personality?
- What emotions should your brand's voice evoke?

Checklist:

- ☐ Our brand voice is consistent across all platforms. (Yes/No/Partially)
- ☐ Our brand voice resonates with our target audience. (Yes/No/Partially)
- ☐ We have documented guidelines for our brand voice. (Yes/No/Partially)

Scorecard:

- Consistency of Brand Voice: (1–5)
- Authenticity of Brand Voice: (1–5)
- Engagement with Target Audience: (1–5)

Next Steps:

- ☐ Develop a brand voice guideline.
- ☐ Review existing content for consistency.
- ☐ Train team members on brand voice best practices.

Visual Identity

Reflection Prompts:

- What visual elements best represent your brand's essence?
- How does your visual identity convey your brand's personality?
- What emotions should your visual identity evoke?

Checklist:

- ☐ Our logo is recognizable and memorable. (Yes/No/Partially)

- ☐ Our color palette is consistent and on-brand. (Yes/No/Partially)
- ☐ Our typography is legible and reflects our brand's personality. (Yes/No/Partially)

Scorecard:

- Memorability of Visual Identity: (1–5)
- Consistency of Visual Elements: (1–5)
- Appeal to Target Audience: (1–5)

Next Steps:

- ☐ Conduct a visual audit of all brand assets.
- ☐ Refine logo and color palette as needed.
- ☐ Develop a visual style guide.

Emotional Connection

Reflection Prompts:

- What emotions do you want your brand to evoke in your audience?
- How do you create meaningful experiences for your customers?
- What stories does your brand tell?

Checklist:

- ☐ We strive to create emotional connections with our customers. (Yes/No/Partially)
- ☐ We understand our customer's emotional needs. (Yes/No/Partially)
- ☐ Our marketing materials reflect our brand's desired emotions. (Yes/No/Partially)

Scorecard:

- Emotional Impact of Marketing: (1–5)
- Customer Loyalty: (1–5)
- Brand Advocacy: (1–5)

Next Steps:

- ☐ Create customer journey maps.
- ☐ Develop storytelling-driven content.
- ☐ Gather customer feedback.

Consistency & Alignment

Reflection Prompts:

- How consistent is your brand messaging across all touchpoints?
- Are your brand values aligned with your brand actions?

- How do you ensure brand consistency across your organization?

Checklist:

- ☐ Our brand messaging is consistent across all channels. (Yes/No/Partially)
- ☐ Our brand values align with our internal culture. (Yes/No/Partially)
- ☐ We have systems in place to maintain brand consistency. (Yes/No/Partially)

Scorecard:

- Consistency of Messaging: (1–5)
- Alignment of Values & Actions: (1–5)
- Internal Brand Adoption: (1–5)

Next Steps:

- ☐ Conduct a brand consistency audit.
- ☐ Develop a brand governance framework.
- ☐ Implement brand training programs.

Final Reflection

As you conclude this Poetic Brand Audit, take a moment to reflect on your journey. What have you learned about your brand's essence, voice, and visual identity? How can you use these insights to create a more resonant and impactful brand experience for your audience?

Final Thoughts:

- What is your biggest takeaway from this audit?
- What is one action you will take immediately to improve your brand?
- How will you continue to nurture and evolve your brand over time?