

BRAND AUDIT



Internal

- brand purpose + goals
- brand story
- brand promise or statement
- clearly defined audience
- brand guide

External

- distinctive brand voice (tone + vibe)
- professional logo
- alternative logo
- distinctive font + color palette
- unique graphics, icons, patterns,, textures
- business cards
- social media account align with brand and audience
- social media image template
- website content plan
- media kit, if applicable
- well written bio or about us page
- avatar formatted for social ,media or use online
- clearly defined services and / or products
- social media or business tagline