
Understand what you have, what's missing, what's working,
and what should be considered to help your brand communicate
better, stand out, and engage its audiences.

Brand Review Workbook



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0.0

Gather as many examples as possible of the existing branding assets and marketing materials - the more comprehensive, the better.

Reviewing the brand's assets and answering the questions that follow should help you understand what you have, what's missing, what's working, and what should be considered to help your brand communicate better, stand out, and engage its audiences.

Introduction

The following page lists the most common items reviewed in an **in-depth brand audit**, broken out into the four components that build a brand. The specific items vary based on each business and industry, so every brand may not have or need all the items listed.

1.0

Brand Audit Checklist

Foundational Brand

- ◇ Purpose/Vision/Mission Statement(s)
- ◇ Core Values
- ◇ Brand Attributes
- ◇ Positioning Statement
- ◇ Brand Architecture
- ◇ List of Products/Services
- ◇ Customer Profiles/Personas
- ◇ List of Audiences/Ideal Customers
- ◇ Other: _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Verbal Brand

- ◇ Messaging Guidelines
- ◇ Personality/Tone
- ◇ Brand Messaging
- ◇ Tagline
- ◇ Marketing Headlines
- ◇ Brand Story/About Us
- ◇ Website Messaging
- ◇ Other: _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Visual Brand

- ◇ Brand Style Guide
- ◇ Logo
- ◇ Symbols
- ◇ Patterns
- ◇ Illustrations
- ◇ Badges
- ◇ Textures/Patterns
- ◇ Iconography
- ◇ Typography
- ◇ Color Palette
- ◇ Photo Art Direction Guide
- ◇ Team Photos
- ◇ Product/Service Photos
- ◇ Culture/Lifestyle Photos
- ◇ Other: _____
- _____
- _____

Tactical Brand

- ◇ Website
- ◇ Business Stationery
- ◇ Catalogs/Brochures
- ◇ Social Media
- ◇ Emails
- ◇ Presentations/Sales Decks
- ◇ Branded Apparel
- ◇ Packaging
- ◇ Signage
- ◇ Marketing Campaigns
- ◇ Trade Show Materials
- ◇ Other: _____
- _____
- _____
- _____
- _____
- _____

2.0

Overview

What is the leadership structure of your organization?

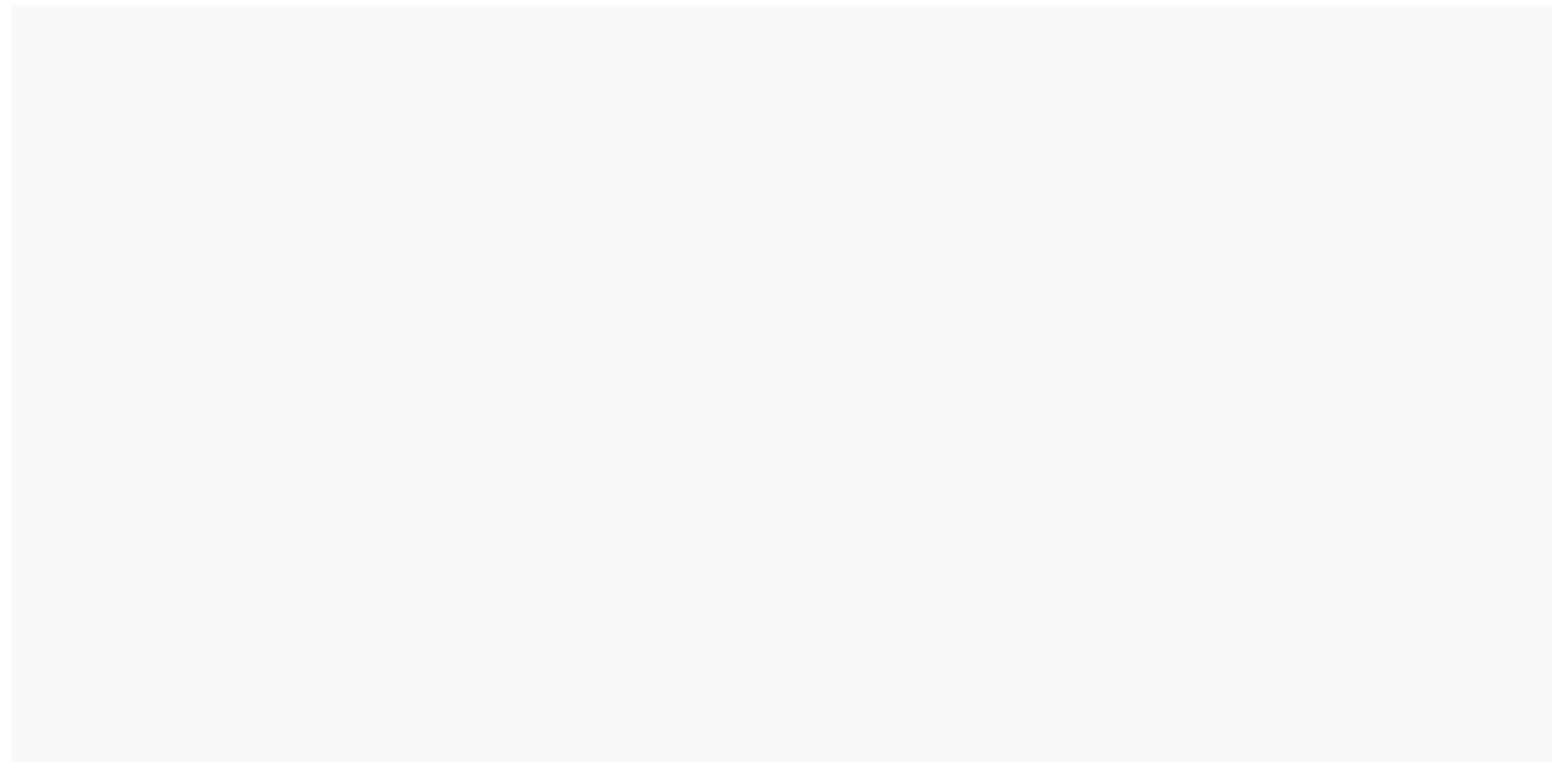
- Have there been any recent changes in leadership?

What is your company's specific opportunity in the market?

- Are there any industry trends to be aware of?

What challenges does your company face?

- What is currently preventing you from getting what you want?



3.0

Offerings

List your products and/or services

- Do these products/services require different sales approaches?
- How similar/different are the customers for your various products/services?

What is the #1 way your business creates the most value for your customer?

Do you have a unique position in your market?

4.0

Target

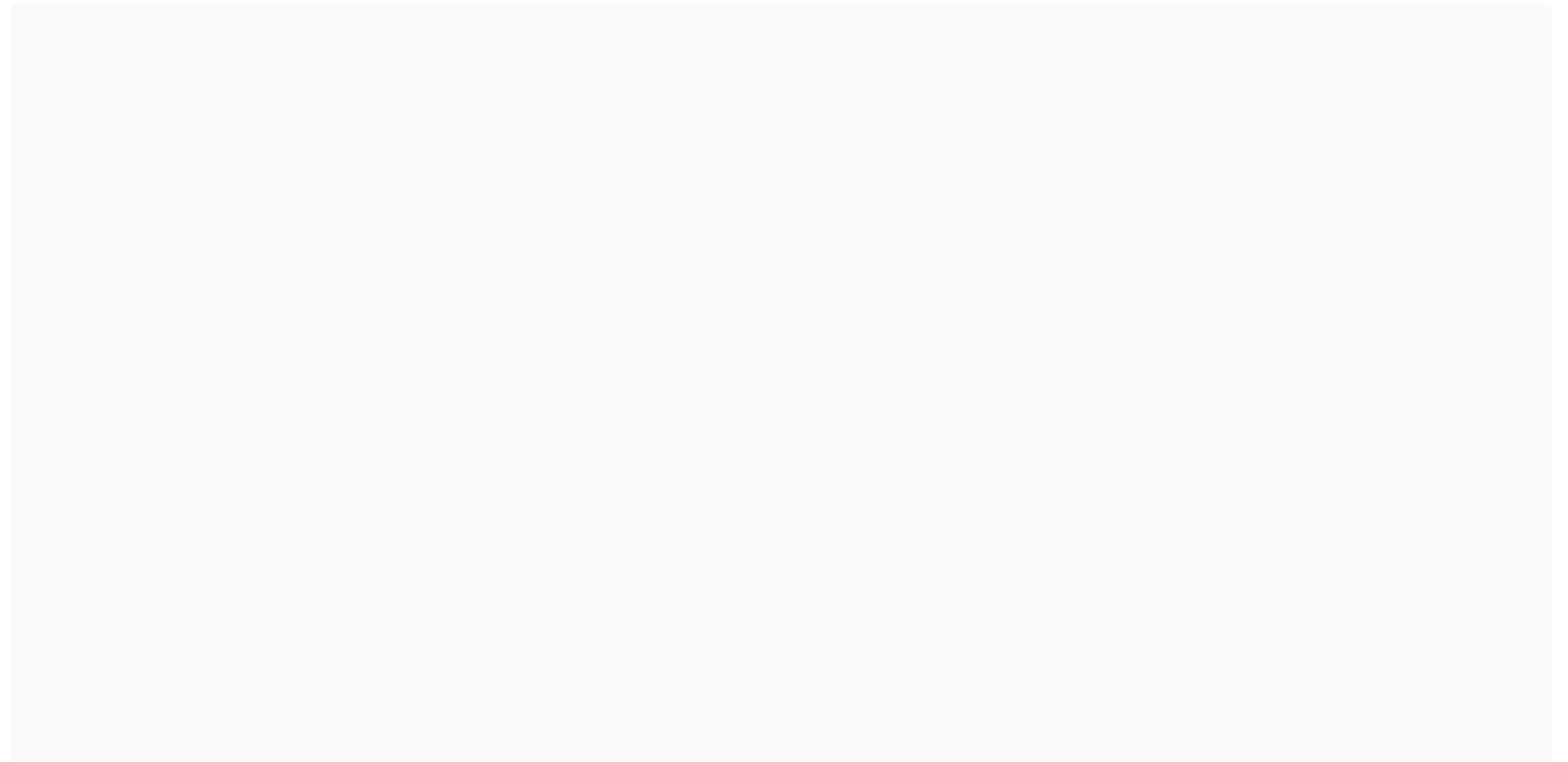
Who is your primary audience?

- Do you have a secondary audience?

What do each of your audiences want from you?

Why do your customers, current and past, buy from you?

- Why are customers currently not buying from you?



5.0

Describe your company's current guiding principles: Purpose, Vision, Mission, and Core Values

How would you describe your company culture?

Foundation



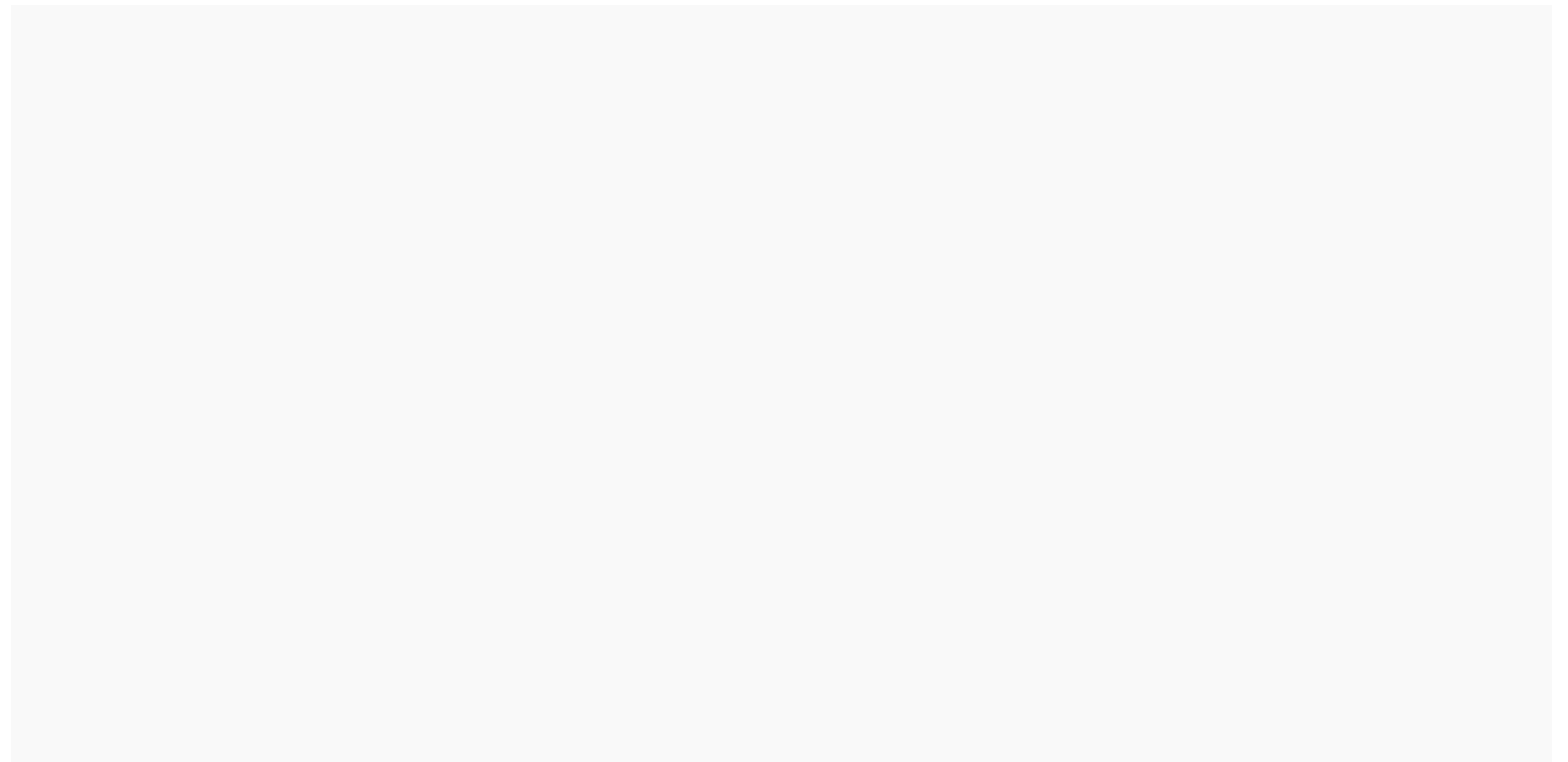
6.0

Assets

List your current brand assets: logo, colors, messaging, website, etc.

Describe the strategy behind your current branding: symbolism, meaning, influence, etc.

How long has it been since your brand was created - or last updated?



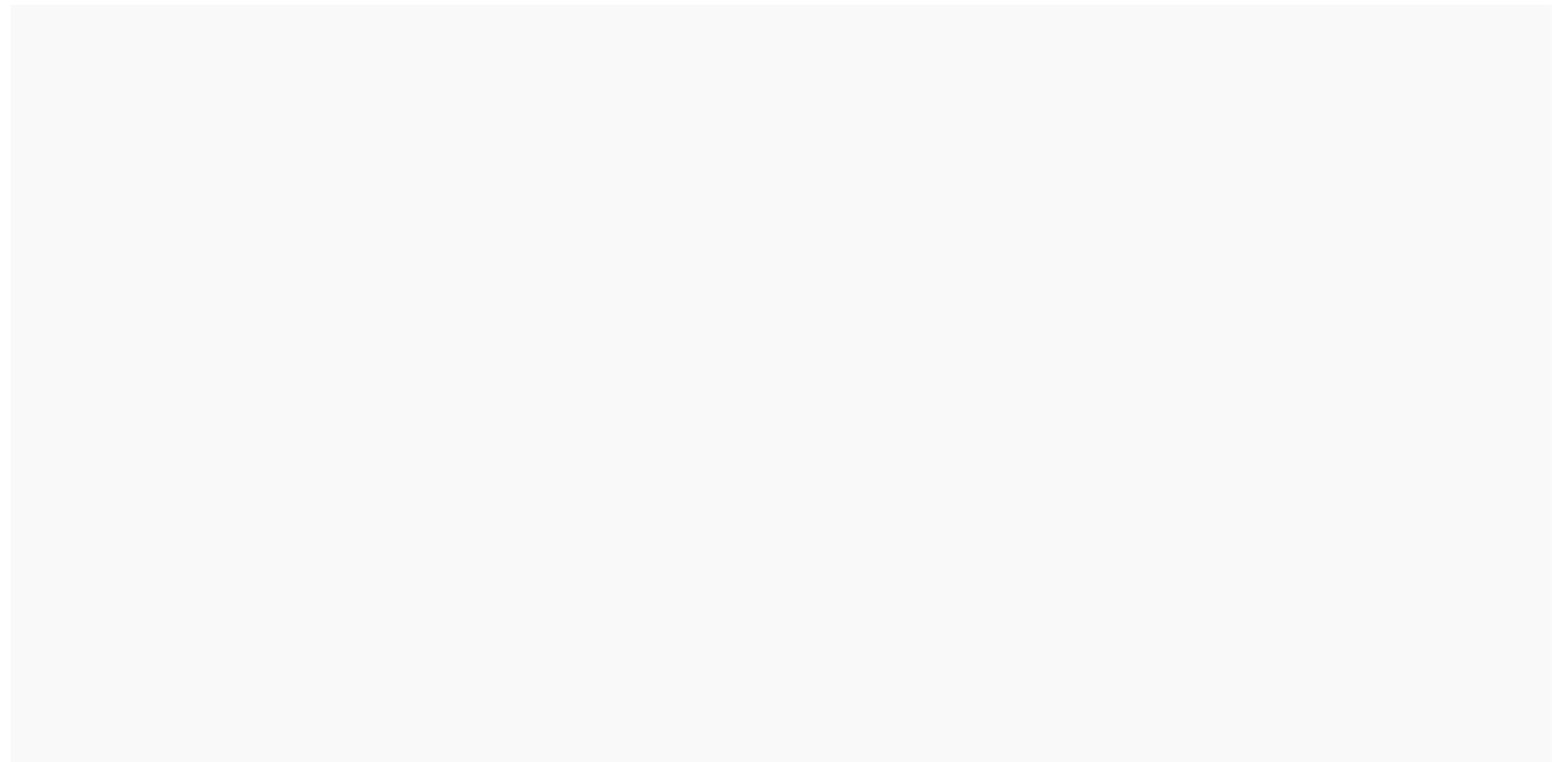
7.0

Perception

How do you believe people perceive your brand currently?

How do customers, vendors, partners, and employees describe your business?

What is the most important thing you believe your brand stands for?



8.0

Competition

Who are your competitors in the market, and what is the status of each: i.e. growth, strategy, positioning, etc?

- Direct competitors
- Indirect competitors

In your opinion, what makes these competitors worthy?

- Why are customers buying from your competition instead of from you?

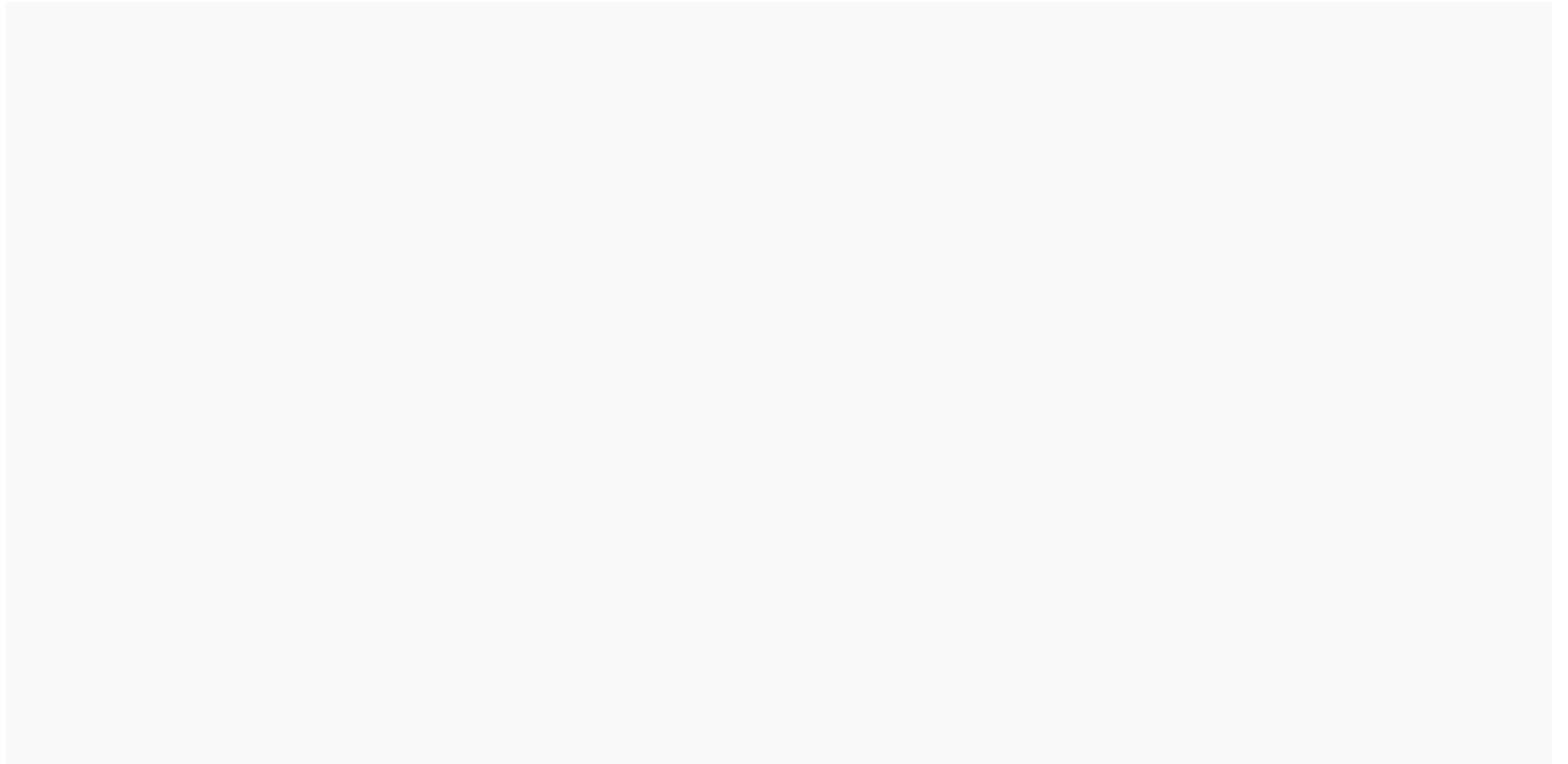
What are three things that make you unique compared to your competition?

9.0

Success

What does success look like to you when it comes to your brand?

What will make your brand successful?





Sussner is a branding firm specializing in helping companies make a meaningful mark – guiding marketing leaders who are working to make their brand communicate better, stand out, and engage their audiences.

CREATE A MEANINGFUL CONNECTION

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Thank You

Our goal in sharing this workbook is to help you in the first step towards gaining a deeper understanding of your brand's landscape as you look to tell your story, market your services, attract customers and employees, and **grow your business.**