

MINI BRAND AUDIT

THE FIRST STEP IN PREPARING FOR A REBRAND

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HOW TO USE THIS MINI BRAND AUDIT?

This mini brand audit is to help you start to think about whether it is the right time to rebrand based how you would like your brand to be perceived and what it is currently saying now.

Step 1: Collate all the items and assets you have that within your business that conveys your brand. There is a common items list in the 'What to Audit?' section but anything else relevant to your business you need to review too.

Step 2: Complete the 'More About Your Brand...' section to reflect on how you want your brand to be perceived.

Step 3: 'Reflect' on whether your assets are really communicating your brand vision.

Step 4: 'Review' whether you need a full rebrand or whether some items need reviewing themselves in order to bring everything in line.

WHAT TO AUDIT?

There will be a whole array of items you should review, below is a list of some of the common items. Review anything that is relevant to your business.

Brand Values
USP
Brand Story
Tone of Voice
Positioning

Logo
Website
Printed marketing materials
Advertising
Other sales tools

Social Media
Content Marketing including free downloads,
lead magnets, case studies, blogs
PR
Videos

MORE ABOUT YOUR BRAND...

Think about how you want your brand to be perceived at this moment in time and answer the following questions:

Define your brand / What are your brand values?

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What is your brand message?

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What are your business goals?

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Who is your target audience?

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What do you want your customers to say about your brand?

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What products / services do you provide?

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Get feedback. What are people saying about your brand?

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REFLECT...

Looking at the items listed in 'What to Audit?' How will do they fit in line with / communicate your answers on the previous page?

On a scale of 1-5 (1 being not at all and 5 being exactly) audit and rate your items as to how they fit in with the vision for your brand.

Tone of Voice	1	2	3	4	5
Logo	1	2	3	4	5
Website.....	1	2	3	4	5
Printed marketing materials.....	1	2	3	4	5
Advertising	1	2	3	4	5
Social Media.....	1	2	3	4	5
Content Marketing	1	2	3	4	5
PR.....	1	2	3	4	5
Videos	1	2	3	4	5

REVIEW...

In order to assess whether it is time for a rebrand you need to reflect and then review how your brand is being perceived and is performing currently. From the 'Reflect' exercise on the last page you should be now be able to 'Review' your answers.

Scores of 4-5 across the range:

If you have scores of 4-5 then there might be a few items that are slightly mis-aligned with your brand. It would be a good idea to revisiting and review these items. It could be they just need a few tweaks instead of a full rebrand.

Scores of less than 3 across the range:

If you have scores less than 3, it might be time for a rebrand. One or more of your assets may be misaligned with your brand and potentially your brand could be being perceived in the wrong way.

This mini audit only covers only a small section of the rebranding process. It would be a good idea to speak to a branding expert and find out more about the rebranding process.

Claire Jenks is a graphic designer and brand expert helping small business owners to reconnect with their brand identity and communicate their message proudly and effectively.

If you have any queries about rebranding or conducting a brand audit to see if a rebrand is necessary for your business do get in touch.

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