



Brand Audit Template

Take a moment to answer these questions and evaluate your current brand, to create a brand identity that aligns with your goals and aspirations.

For more guidance, see our [How to Complete a Brand Audit](#).

Competition Who are your target personas?

Key differentiators What makes you different/better than your competition?

Brand personality How do you describe your brand?

Verbal Identity

This is how you speak about your brand.

Tagline How do you sum up what you do in a single sentence?

Value Proposition What unique value do customers get from purchasing your product/service?

Key Messaging What are your main selling points or messaging pillars?

Voice How do you speak in your content?

Visual Identity

If you have one, audit your current visual identity and note the pros and cons of each element.

Logo

Color Palette

Typography

Other Photography, illustration, etc.

Does your current identity...

Reflect your personality?

Align with/communicate your values?

Differentiate your brand?

What are your biggest opportunities to improve?

Identify the things you would like your new visual identity to communicate.