



Competitor Brand Audit Template

Use this template to differentiate your own identity by evaluating and comparing the brand identities of your competitors.

To complete this exercise, audit the brand identities of your top 3-5 competitors one at a time, documenting your discoveries as you go. Check out their website, social media profiles, and other platforms to understand the overall image of each brand.

	Competitor 1 _____	Competitor 2 _____	Competitor 3 _____
Logo: What shapes/imagery do they use? Do they use a word mark, logo mark, or both?			
Typography: What dominant typefaces do they use (serif vs. sans serif)? What weights do they use (light, regular, bold)?			
Color palette: What dominant colors do they use? Are they similar to other competitors?			
Photography: Are they using stock photography or custom photography?			
Illustration: What style do they use? Are humans depicted in their illustration style?			
Brand story: Do you “get” their personality, positioning, etc. through their visual presentation?			
Copy: What’s the tone (humorous, witty, serious, lighthearted)?			

Core Identity

This details the foundational elements of your brand.

Business name

What you do

Your Mission, Vision, and Values

Audience Who are your target personas?

Key Takeaways

Record the insights gained from your audit to create a strong and distinct brand identity for competition.

What common visual themes did you observe?

What are your biggest opportunities to differentiate?



Still need help to figure it all out?
Reach out. We'd love to help you bring your brand to life.