

# Brand Identity Audit Template

A brand identity audit is a comprehensive evaluation of your brand's current state. By understanding your brand's strengths, weaknesses, and alignment with your target audience, you can make informed decisions about how to improve your brand's effectiveness.

This template provides a step-by-step guide to conducting a thorough brand identity audit.

## 1. Brand Mission and Values

- Does your brand mission clearly articulate your purpose and values?
- Are your brand values reflected in your company culture and actions?

## 2. Target Audience

- Do you have a clear understanding of your target audience's demographics, psychographics, and needs?
- Does your brand messaging resonate with your target audience?

## 3. Brand Positioning

- Is your brand positioning unique and differentiated from competitors?
- Does your brand positioning align with your target audience's desires and needs?

## 4. Brand Messaging

- Are your brand messages consistent across all channels (website, social media, advertising)?
- Are your brand messages clear, concise, and memorable?

## 5. Brand Personality

- Does your brand have a distinct personality or character?
- Is your brand personality consistent with your target audience's values and preferences?

## 6. Brand Assets

- Is your logo visually appealing and memorable?
- Are your brand colors and typography consistent and appropriate?
- Are your brand guidelines clear and up-to-date?

## 7. Brand Experience

- Does your brand experience align with your brand promise?
- Are your customers satisfied with their interactions with your brand?

## 8. Online Presence

- Is your website visually appealing and easy to navigate?
- Are your social media profiles consistent with your brand identity?
- Are you actively engaging with your audience on social media?

## 9. Competitor Analysis

- Have you conducted a thorough analysis of your competitors' brands?
- How does your brand compare to your competitors in terms of positioning, messaging, and online presence?

## 10. Customer Feedback

- Have you gathered feedback from customers about their perception of your brand?
- Are there any areas where your brand could be improved?

By completing this brand identity audit, you can gain valuable insights into your brand's strengths and weaknesses. This information can help you make informed decisions about how to improve your brand's effectiveness and achieve your business goals.