

# Brand Image Assessment Template

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## 1. Visual Consistency Review

**Objective:** Ensure that all visual elements of your brand are cohesive and align with your brand identity.

- **Logos and Icons:**
  - Are the logo and icons consistent across all platforms and materials?
  - Do they adhere to the brand's visual guidelines?
- **Color Scheme:**
  - Are the brand colors used consistently in all communications?
  - Is the color palette aligned with the brand's identity?
- **Typography:**
  - Are the fonts used consistently across all materials?
  - Do they reflect the brand's personality and tone?
- **Imagery:**
  - Are images used in a way that supports the brand's message?
  - Do they maintain a consistent style and quality?

## 2. Messaging and Tone Alignment

**Objective:** Verify that the brand's messaging and tone are aligned with its core values and appeal to the target audience.

- **Brand Voice:**

- Is the brand voice consistent across all communications?
- Does it reflect the brand's personality and values?
- **Key Messages:**
  - Are the key messages clearly articulated and consistent?
  - Do they resonate with the target audience?
- **Tone of Communication:**
  - Is the tone appropriate for the brand's target audience?
  - Does it align with the brand's overall image?

### 3. Customer Perceptions and Feedback

**Objective:** Understand how customers perceive the brand and identify areas for improvement.

- **Customer Surveys:**
  - Have you conducted surveys to gather feedback on brand perception?
  - What are the key findings regarding customer attitudes and opinions?
- **Online Reviews:**
  - Are you monitoring online reviews and social media for brand mentions?
  - What common themes or issues are emerging from customer feedback?
- **Net Promoter Score (NPS):**
  - What is the current NPS for the brand?
  - Are there specific areas impacting customer loyalty?

### 4. Brand Positioning Analysis

**Objective:** Assess the brand's position in the market relative to competitors.

- **Market Position:**
  - How does the brand's position compare to competitors?
  - What differentiates the brand from others in the market?
- **Competitive Analysis:**
  - Have you analyzed competitors' brand images and strategies?
  - What insights can be drawn from this analysis?
- **SWOT Analysis:**
  - What are the brand's strengths, weaknesses, opportunities, and threats?
  - How can these factors influence the brand's image?

## 5. Brand Sentiment Monitoring

**Objective:** Track and analyze brand sentiment to gauge overall perception.

- **Sentiment Analysis Tools:**
  - Are you using tools to analyze brand sentiment online?
  - What are the key trends in sentiment towards the brand?
- **Social Media Monitoring:**
  - Are you tracking brand mentions and conversations on social media?
  - What is the overall sentiment in these discussions?
- **Media Coverage:**
  - How is the brand covered in the media?
  - Does media coverage align with the desired brand image?

## 6. Effectiveness of Brand Image Changes

**Objective:** Evaluate the impact of any recent changes to the brand image.

- **Pre and Post-Change Analysis:**
  - Have you assessed brand image before and after implementing changes?
  - What improvements or declines in brand perception have been observed?
- **Customer Feedback on Changes:**
  - What feedback have customers provided about the changes?
  - Are there any notable reactions or concerns?
- **Sales and Engagement Metrics:**
  - Have there been any changes in sales or engagement metrics following the changes?
  - How do these metrics reflect the success of the brand image adjustments?

## 7. Recommendations and Action Plan

**Objective:** Develop a plan to address any issues identified during the assessment.

- **Identify Key Issues:**
  - What are the main issues affecting the brand image?
  - How do these issues impact overall brand perception?
- **Develop Action Plan:**
  - What specific actions will be taken to address identified issues?
  - Who will be responsible for implementing these actions?
- **Set Review Timeline:**
  - When will the brand image be reassessed?

- How will progress be measured and tracked?

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This template can be tailored to your specific needs and used to systematically evaluate and enhance your brand image.

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