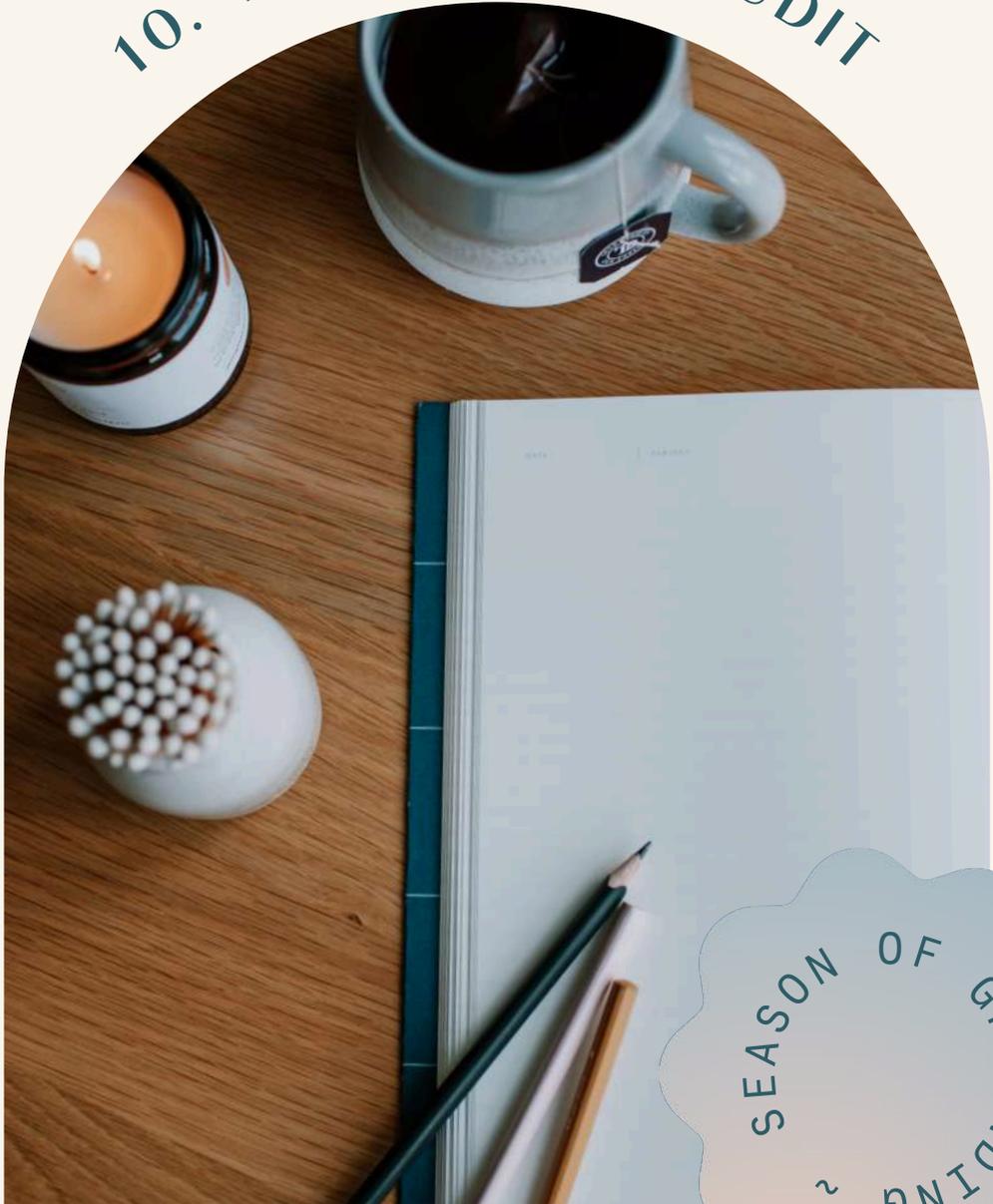


10. YOUR BRAND AUDIT



SEASON OF
GROUNDING

Strategy

Foundations

■ VISION: What are your ideals? How will you make an impact? Do you have a vision statement that describes your aspirations?



■ PURPOSE: Does your mission statement define what you do, how you do it and why? You can include your audience for clarity.

I help [who you help]
to [what you do]
through [how you help them].
I do this because [why you do it].

■ BELIEFS: Have you identified and articulated the core values that drive your brand? I recommend choosing three to five.



Strategy

Positioning

AUDIENCE: Have you defined your target audience? Where can you find them? What do they need from you, and how can you help them?



MARKET: Where does your audience look for your content, product or service? What do your competitors do? How can you learn from them?



DIFFERENCE: How does your audience perceive your brand in comparison to others? What distinguishes you from them?



Strategy

Essence

NATURE: What are the emotional qualities of your brand? What makes it memorable and relatable and keeps your audience interested?



INTEGRITY: How coherent is your messaging? Do your actions align with your core values? Do you need to build authority or credibility?



HARMONY: Does your strategy, style and story feel congruent? How can you foster a greater sense of alignment between all three?



Style

ASSETS: Do you have brand guidelines? Can you create a brand library with the latest versions of your graphics?



LOGO: Does your logo represent your brand? Is it easy to apply the logomark (shape or mark) or logotype (font or type)?



PALETTE: What associations does your colour palette create? Is it flexible and reflective of the spirit of your brand?



TYPOGRAPHY: Are you limiting the use of fonts to two or three styles? Are they easily accessible and consistent online and offline?



WEBSITE: Does your online presence effectively raise brand awareness, and showcase your brand personality?



PHOTOGRAPHY: Do you have a library of images, and is there a need for more stock photography or a brand photoshoot?



Story

FUNCTION:

Do you have a well-crafted origin story?

AUTHENTICITY: Are your key phrases and paragraphs used clearly and coherently in your writing? Do you have a content bank?

MEANING: Do your words connect with your audience, highlight your offering and showcase your difference?

PERSONALITY:

Can you describe your brand as you would a friend?

VOICE: How does your brand “sound” across all touchpoints? Is there cohesion between your visuals and communications?

MESSAGING: Do you have a tagline? Can you define your core message? These relate to your key phrases and paragraphs.

Additional notes



Craft a brand that feels like home



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thesearethedays.co
hi@thesearethedays.co
www.thesearethedays.co