HOW SOLID IS YOUR BRAND?
BRANDING SELF-CHECK

When we talk about "branding", we talk about the spirit, the essence behind every business, and the way this translate into simple step of this business´activities. In the current competition landscape, in order to survive you need to be impactful and memorable, and this is not possible without a strong brand identity

BRAND IDENTITY = Brand Profile + Brand Image

When we talk about the Brand Profile, we talk about the theoretical foundation of the business. Defining a Brand Profile is defining what do we do, for whom are we doing it, and what are we doing it for.

When we talk about the Brand Image, we talk about the graphical representation of the former : every visual element that is intended to represent our business in regards of the customer.

The following questions are designed to help you understand how strong is your brand identity. It is very possible that you can´t answer some of these questions, that is perfectly fine. The goal of this self-check guide is to help you identify any key points of improvement (if any) in your branding strategy.

Grab a piece of paper, and start writting!
And remember if it´s a bit too overwhelming, you can always check out our brand audit and branding consultancy packages.

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1. BRAND PROFILE

1. MISSION: What does your business do?
2. VISION Where do you see your business in 10 years?
3. VALUES Which ethical and moral concepts does your brand stand for?
4. VOICE How does your brand speak to the customer?
5. PURPOSE: How is your brand contributing to the bigger picture? Making the world better?
6. CUSTOMER PERSONA Try to reduce your whole audience to one single person. Imagine their demographics, their personality, their lifestyle and their consumer habits What is the exact circumstance in their life that will drive them to choose your product/service?
7. REPUTATION (for already ongoing businesses) What are you known for? How are your reviews? What is people happy about and not so much?
8. COMPETITION Who is your main competition? If you put your own brand and 4 of your main competitors, how would you rank them? Where would you put yourself?
9. DIFFERENCIATING FACTORS What are the reasons your customer would choose you instead any of your competitors?

2. BRAND IMAGE

10. LOGO: Is your logo representative of the values of your brand? is it clear, distinct and versatile? Do you use a consistent logo accross all your channels?
11. NAME Is your brand name unique? is it easy to spell and pronounce? Does it reflect the values of your brand? How does it appeal to your customer?
12. COLORS Do you use a consistent color palette for your branding? Is this color palette related to the values and purpose of your brand? Are the color combinations impactful and attractive both in print and screen?
13. TEXT Do you have a consistent use of fonts in your communication? Is the writting style consistent, and if so, is it the right way to address your customer?
14. WEBSITE: Is your website reflecting all the principles of your brand profile? Is the graphic use consistent with your other channels? is it easy to navigate?
15. SOCIAL MEDIA Are you using the right social media channels for your target customer? Are you posting at the times which the most activity? Do you know which kind of posts have the highest engagement? Are all pictures and texts high quality and consistent with your branding? Do you post consistently and engage with the audience?
16. MARKETING MATERIALS (From email templates to catalogues or services brochures, are all your marketing materials designed on a consistent style? Are the colors, the fonts, the images and the language in line with the rest of your channels?
17. PRODUCT BRANDING (if applicable) Is the design and labelling of your product reflective of your brand profile and likely to appeal to your target customer?
18. PRODUCT PACKAGING (if applicable) Is the packaging of your product consistent in design with your brand profile and image? Is it functional?