



# It is all about the B-R-A-N-D

Brand Audit Worksheets

## The What:

The purpose of this Brand Audit is to assess and review your brand as a whole from the users perspective. Use your findings to guide future marketing materials & decisions pertaining to the use of your visual brand moving forward.

### **Brand Core** Principles of Management

Mission:

Vision:

Values:

### **Brand Equity** What is the strong emotional connection residents make?

*WEBSTER SAYS: "the commercial value that derives from consumer perception of the brand name of a particular product or service, rather than from the product or service itself."*

>> *Brand Awareness*

>> *Brand Loyalty*

>> *Brand Preference*

>> *Brand Associations*

>> *Perceived Quality*

### **>> Brand Experience**

*The collection of experiences of the participants with programs, events, parks, and facilities offered and the brand overall. It includes pre-sale, sale, and post-sale experiences with the brand along with the experiences with the services offered. Participants with good brand experiences will certainly consider the brand superior over others and will prefer it over other brands.*

### **Services** What is your agency's specialty?

*Explore: Your People, Your Facilities, Partnerships*



## The Who:

### Target Audience

Focusing your messaging to those who you want to reach with the unique value that only your agency can provide will make your marketing more effective. Once you identify exactly who your audience is, you'll have clear direction on who you should be targeting.

### Audience of One Who can we speak to directly?

*Name, age, men or women, family or single. Tell me a short story of this person.*

### Competition List your competitors.



## Current Visual Branding

Review your current marketing materials, including, but not limited to, program guides, flyers, swag, website, social media, etc. All logos count!

### Big Three

#### 1. Logo

How is your logo being used?

What logo files do you have on hand?

How could your logo be used in the future?

**Sub-brands** Do you have a house of brands or a branded house?



## Current Visual Branding

### Big Three

#### 2. Color

What is your current color palette?

What can our colors communicate?

Do we explore updating our color palette?



## Current Visual Branding

### Big Three

### 3. Typography

What fonts are we using?

How can we use typography to communicate?

What typography rules could we define?



## **Current Visual Branding**

### **Graphics**

How are graphics currently being used to communicate?

## **Additional Brand Assets**

How may we want to use graphics in the future?

### **Photography**

Do you feel the current photography is successful?

What story do we want your photography to tell?

Do you have a place to house an inventory of photo files?

### **Copy Content**

What story does the current copy content tell?

What story do we want the content to tell?