

# Brand Audit Worksheet

For each of the seven core components of branding, score your organization on each of the three columns. Write your intended message in the first column (or on a separate sheet), and then your score on a scale of one to five (one is the lowest, five is the highest) in each of the remaining columns. The highest possible score is 105.

<b>Core Components of Branding</b>	<b>Clarity</b>	<b>Consistency</b>	<b>Confirmation</b>
<p><b>Core Competencies.</b> <i>What can your company do better than anyone? Where does your organization naturally excel?</i></p>			
<p><b>Target Market.</b> <i>Who is your target market? What is the problem your target market most wants to solve? How are you able to solve it? Many organizations, especially non-profits, might have multiple target markets. It would be helpful to ask these questions for each market.</i></p>			
<p><b>Competitive Position.</b> <i>Who are your competitors? What are your strengths and weaknesses relative to them in solving your key target market's problems?</i></p>			
<p><b>Brand Messaging.</b> <i>Can you articulate your brand's positioning, promise? Good – let's do it here for good measure.</i></p>			
<p><b>Brand Core Values and Personality.</b> <i>What are the core values your brand holds dear – will never stray from? What is the personality your brand expresses?</i></p>			
<p><b>Marketing Strategy.</b> <i>Who do we market to, how do we reach them, when, and with what message?</i></p>			
<p><b>Brand Execution.</b> <i>Do you have all the components of a visual brand in place? How well do the physical representations of your brand (logo, website, signage, social media, etc.) reflect your brand's competencies, personality, values, and strategy across all media and all the ways people encounter it?</i></p>			
<b>Totals</b>			