

Rapunzel Creative

Award-winning branding and digital strategies that drive results.

Brand Audit Checklist



In a split second a potential customer will make a decision about your company based on your brand. To keep your brand current, in line with customer expectations, and to remain competitive, it's important to perform a periodic brand audit.

Our extensive brand audit reviews all your current marketing materials and activities, branding components, and everything that supports your product or service. Use this checklist to pinpoint gaps in your brand messaging and identity.

- Are your marketing and communications initiatives clearly conveying your company's core strengths and attracting new customers?
- Is your value proposition clear?
- Does your marketing help or hinder your current sales and business goals?
- Where are the opportunities to get it back on track and stronger than before?

This evaluation will guide your brand strategy and identify the course corrections you'll need for future growth.

Need expert analysis? Complete this checklist and [schedule](#) a complimentary brand audit with our team.

BRAND DEFINITION

- Mission statement
- Vision statement
- Value proposition
- Positioning statement

MESSAGING + STORY

- Tagline
- Brand, tone & voice
- Vocabulary
- Key messaging
- Key sells and benefits
- Calls to action
- Customer pledges
- Elevator speech

BRAND HIERARCHY

- Umbrella brand
- Sub or family brands
- Product brands
- Event brands
- Program brands

IDENTITY

- Logos
- Brandmarks
- Icons
- Favicons
- Signatures
- URLs
- Social handles

STYLE GUIDE

- Brand Colors
- Typography
- Photographic
- Illustration
- Video style
- Layouts
- Formatting
- Legal text

PRINT COLLATERAL

- Business cards
- Letterhead
- Flyers/One-Sheets/Templates
- Envelopes
- Notepads
- News releases
- Mailing labels
- Invitations
- Forms

DIGITAL

- Email newsletters
- Email signatures
- Social networks
- Website
- Blog
- Video & brand close
- Animations
- Banners
- Apps
- PPTX templates

COMMUNICATION

- Annual reports
- Direct mail
- Investor relations materials
- Newsletters
- News releases
- Posters
- Postcards
- Press kits
- Fact sheet/ Corporate bios
- Proposals
- Vehicle signage
- Office signage

EXHIBITS

- Trade show booth
- Banners
- Name tags
- Premiums
- Handouts