

# Brand Review

## Get started . . .

Get hold of all the items you have that represent your business. Use the checklist at the end to ensure you've not missed anything out. Print them out if they're online - your website, your Facebook page, any resources that you email to people. Lay them all out on a table or the floor or wherever you have enough space.

How do you feel about all of these things?  
Do they tie in with your values?  
Are they consistent?

This is about not just how your brand looks, but the kind of language you're using, the messages you're putting out there, how you are communicating with others.

Use the space below to evaluate all of these items.

# SPECIFICS

## Your Logo

Does this match your business?

Is it in alignment with all that you stand for, encapsulating your business values and personality? If not, then you may need to revise it. Your logo is an element of your brand that will be plastered everywhere, it needs to be recognisable as YOUR business and something that you're proud to put in front of people.

## Printed Items

What message do these give of your business?

Do they use the colours, fonts and other elements that you've chosen to use as part of your identity?

Similar to your logo – do they match your business and showcase your offering in the way that they should?

Are you proud to hand these out?

Are they current and relevant?

# Your Website

Is it something that you want to direct people to?

Does your website use the colours, fonts and other elements that you've chosen to use as part of your identity?

Does it look different to your competitors so that there's no doubt that it's yours and not theirs?

Does your homepage clearly communicate what you do?

Are you highlighting any free resources that you have so that people can see the value that you have to offer?

Can people clearly see the benefits that you offer?

Is it up to date?

Spend some time on each page adding new things, taking away anything which goes against your brand values. If you're ashamed of your website then you definitely need to take action now!

# Social Media

Where do your customers hang out? Is that where you are?

What value could you add on those networks?

Are the images that you are putting out in alignment with your brand? Do you have a template that you use or a way to add consistency to your posts so that it's obvious that they came from you?

Do you have a professional headshot? (and does it give off the impression that you want it to?) Are you using the same image on ALL your accounts?

Are your cover images well branded?

If someone saw a post from your business on Facebook and another on Twitter, without seeing your business name, would they know it was you?

Do you stand out? If not – what can you do to cut through the noise?

## Your Emails

Take a look at your email signature and make sure that its current.  
Does it mention anything that doesn't exist anymore?

Is there anything you could add to it that may be of interest to the people you email day-to-day?

If you send out a newsletter, how do you feel about how that looks and about the content that you are providing?

Is it something that you would like to receive yourself? If not, then you might like to review how it looks and what you include.

# Checklist

(These will not all apply to you - and you may have more to add!)

- Logo
- Additional elements - secondary/ sub-logos - illustrations - background patterns and textures - taglines
- A style guide (to show the colours, fonts, placement, correct usage of all of these)
- A professional headshot + other photographs of you and your products
- Business cards
- Letterhead
- Compliment slip
- Care card
- Packaging
- Thank you cards
- Any promotional items (ie mugs, pens, coasters)
- Media Kit
- Pull up banner
- Branded bunting
- Exhibition stands
- Email signature
- Email newsletter
- Fliers
- Business Plan
- Website - header, sidebar graphics, blog graphics
- Posters
- Branded social media accounts - Facebook, Twitter, YouTube headers etc...
- Branded pdfs
- Image templates for social graphics
- Etsy shop graphics
- Policies and terms etc.. (all the useful but vaguely boring stuff that you need to give to people)
- Invoices/ Quotes
- Tender Documents
- Postcards
- Brochures
- Magazines
- Advertising
- Christmas Cards
- Wall Planners
- CD/ DVD covers and the disc graphics
- Reports
- Presentation Slides
- Clothing
- Instruction Manuals