

## Starting Point

What do you do? (The benefits)

What are your brand values? (3-5 words)

## The Review

Does your business image make your heart swell? *Yes / No*

What do you love about how your business looks?

What impression does your current branding give out?

How consistent is your current branding? *Consistent ----- Crazy*

Does everything work well together? *Yes / No*

What messages are the fonts, colours and elements you are using giving out?

How well does the imagery you are using represent your business?

Does your brand have the impact you want it to have? *Yes / No*

Is your brand supporting your values? *Yes / No*

If your values have changed note them down here:

Where is there room for improvement?

What do other people think? What words would they use to describe your brand?

Does your brand resonate with your audience? *Yes / No*

If they have changed make a note of who they are here: