

BRAND REPORT CARD

Within each of the following branding pillars, you will be asked a series of questions. Try to think objectively. For each section, the score will reveal where your brand may need some work. Give yourself a 0 if you're falling short. Give yourself a 5 for when you're kicking a**. Tally up your scores per section to receive some insight into how you're performing + potential next steps.



CREATIVE STRATEGY+DESIGN

DIFFERENTIATION	CONSIDER THIS...	SCORE (CIRCLE ONE)
	How well does your brand break through the “sea of same”? <i>Ask yourself, “What makes my [coffee shop] different than all other [coffee shops]?”</i>	0 1 2 3 4 5
	How marketably different is your brand from your competitors? <i>Can you instantly pinpoint + articulate this difference?</i>	0 1 2 3 4 5
	Is your point of difference obvious to your customer? Or is it just some internal company jargon? <i>Now, is that difference routinely proven to your customers?</i>	0 1 2 3 4 5
	0 – 5: D You need to establish a stronger purpose/mission. 6 – 10: B- Your purpose/mission might need some tweaking, or you might need to focus on internal training. 7 – 15: A+ You're doing well here. Keep striking the blazing hot iron!	TOTAL

CONSISTENCY	CONSIDER THIS...	SCORE (CIRCLE ONE)
	How thought-through + established are your brand guidelines? <i>(Color palette, fonts, textures, photography, brand voice, tone, etc.)</i>	0 1 2 3 4 5
	How seamless is your tone of voice on your social feeds, website, packaging, etc? <i>Your website should sound like it's written by the same company that posts on Instagram.</i>	0 1 2 3 4 5
	From a user experience perspective, how cohesive + harmonious do all of your visuals feel? <i>Maybe your logo is very rigid + serious but your photography is loose + quirky.</i>	0 1 2 3 4 5
	0 – 5: D You need to establish stronger brand guidelines. 6 – 10: B- You may need to tweak how your brand appears verbally or visually so that it better aligns. 7 – 15: A+ You're doing well here. Keep walking that talk + talking that walk!	TOTAL

RELEVANCY	CONSIDER THIS...	SCORE (CIRCLE ONE)
	How often do you chase trends that may not be relevant or authentic to your brand? <i>Don't be tempted by fleeting bandwagons that feel forced. Don't be afraid to be original, as long as you're true to your brand voice + purpose.</i>	0 1 2 3 4 5
	How well do your products/services fill a void at the right time, in the right places + in the right ways? <i>You need to encourage consumers to trust + believe you. Do that by keeping the focus on your customers + forgo showboating. Don't make noise for noise's sake.</i>	0 1 2 3 4 5
	How active are you with customer interaction + finding new, exciting ways to meet their needs? <i>Don't put your brand in a box, find new ways to fulfill your customers' needs.</i>	0 1 2 3 4 5
	0 – 5: D You need to establish a clearer brand architecture or target audience. 6 – 10: B- You may need to reconsider how/where/when you're interacting with your customers. 7 – 15: A+ You're doing well here. They're eating out of your hands!	TOTAL

IDENTITY	CONSIDER THIS...	SCORE (CIRCLE ONE)
	How representative of your target market are your visuals? <i>Maybe your logo appears chiseled + masculine, but your main audience is crafty moms.</i>	0 1 2 3 4 5
	How relatable would your audience find your brand's voice? <i>Maybe you drew them in with an educational blog, but your social captions are overly sarcastic.</i>	0 1 2 3 4 5
	How strongly is your brand grounded by an internal “drumbeat”? <i>Does your messaging incorporate too many one-liners rather than driving home a specific set of brand beliefs? Standing for too much can look like you don't know what you stand for.</i>	0 1 2 3 4 5
	0 – 5: D You need to realign your visuals, messaging + brand beliefs. 6 – 10: B- You may need to consider how the various elements of your brand bounce off each other. 7 – 15: A+ You're doing well here. You know who you are + your customers do, too!	TOTAL

ARCHITECTURE	CONSIDER THIS...	SCORE (CIRCLE ONE)
	How clearly do your various products/services ladder back up to your core purpose? <i>It makes sense for Dyson to expand into haircare devices; it would not make sense for Dyson to offer dairy-free whipped cream. Any expansion should build upon your established expertise + purpose.</i>	0 1 2 3 4 5
	How often do you leverage the credibility you've built when launching new products/services? <i>It'd be like if Dove launched a new line of nail-pampering polishes, but didn't lean on their long-standing reputation + authority within the marketplace.</i>	0 1 2 3 4 5
	How clear is your messaging + marketing? Is it becoming muddled because your offerings have outgrown your target audience? <i>At some point in expansion, it makes sense to separate your products/services into stand-alone identities.</i>	0 1 2 3 4 5
	0 – 5: D You need to define the structure of your products/services to understand their swim lanes. 6 – 10: B- You may need to consolidate some brands or create more distinct subcategories. 7 – 15: A+ You're doing well here. Keep growing!	TOTAL

SO, DID YOU GET STRAIGHT A'S?

Hand this quiz over to a trusted friend or partner + see how your scores align to make sure you were brutally honest with yourself + your business.

Better yet, reach out + let me do some digging!

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