



BRAND AUDIT SCORECARD

Rate the effectiveness of the brand on a scale from 1-5. Identify the deficiencies in the space provided for each of the key areas.

KEY AREAS	SCORE 1-5
Brand Promise (Warranties, guarantees, accreditations, etc.)	
Brand Personality	
Brand Position (Price point, service, etc.)	
Brand Strengths	
Brand Weaknesses	
Brand Opportunities	
Brand Threats	
Brand Values	
Place in the market based on price and promise	
Market position relative to top three competitors	
Value Proposition	
Mission Statement	
Vision Statement	
Brand Architecture (multi-, co-branding)	
Name	
Descriptor	
Domain Name	
Tagline	
Headline Style	
Copy Style	
Trademark Status	
Logo/Wordmark	
Colors and what they stand for	

KEY AREAS	SCORE 1-5
Style of Layouts (Modern, Contemporary, Vintage, etc.)	
Imagery (Photos, visualizations of the brand in the media)	
Business Cards	
Letterhead and Envelopes	
Print (Labels, notepads, pens, etc.)	
Presentation Folders	
Collateral (One sheet, tri-fold, brochure)	
Website	
Social Media (Cover art, wallpapers, channel designs, backgrounds)	
Blog	
Email Templates	
Logo Animation	
Presentations (Power point, prezi)	
Letters and Memorandums	
Estimates, Proposals, and Invoices	
News	
Press Releases	
Reporting	
Brand Use Guidelines	
Social Media Guidelines	
TOTAL SCORE	

Summary: _____

Signature: _____ Date: _____