

BRAND HEALTH CHECK: SELF-AUDIT YOUR BRAND IN 5 MINS



FIRST NAME

EMAIL

LAST NAME

BUSINESS NAME

Most people think of a Brand as the logo, colours, fonts and website – but that's just the tip of the iceberg. In reality, only 20% of your Brand is your Visual Identity. The remaining 80% lies beneath the surface: your Brand Strategy. This includes your Brand Purpose & Positioning, Messaging & Tone of Voice, Brand Experience and Customer Touchpoints (Digital Presence). These are the 5 Essential Brand Pillars that add depth (which may be missing from your Brand) and that drive true connection, trust and sustainable growth.

This quick self-assessment is designed to help you evaluate how well your Brand is really performing. You'll rate yourself across these five Brand Pillars that form the foundation of a strong, aligned and profitable Brand. Use the scorecard to see what's working, where there's room to grow and where you might be leaving value on the table.

Use a 5★ checklist to quickly assess the health of your current Brand. For each question below, rate yourself from :

Excellent: Strong and consistent ★★★★★

On Track: Performing well, minor improvements ★★★★

Room for Growth: Inconsistent or underutilised ★★★

Needs Work: Lacks clarity or cohesion ★★

Lacking: Missing element and critical gap ★

*Total your stars at the end to see where you stand—
and whether it's time for a deeper Brand Audit!*

1. BRAND PURPOSE & POSITIONING (For each question, click the amount of stars: 1–5)

Your Brand Purpose is the reason you exist beyond making a profit – it's the driving force behind everything you do. Positioning defines how your Brand is perceived in the minds of your ideal audience and what sets you apart. This section explores the clarity, relevance and uniqueness of your Brand's foundation.

Our Brand has a clearly defined purpose and long-term vision

We know our point of difference and where we sit in the market

Our Brand connects emotionally with our ideal audience

TOTAL = / 15

2. MESSAGING & TONE OF VOICE (For each question, click the amount of stars: 1–5)

Your Brand's voice is how you speak to your audience – through words, tone, and personality. Whether it's on your website, social media, or marketing materials, your messaging should clearly communicate what you do, why it matters, and how you make people feel. In this section, we explore how consistent, compelling and aligned your Brand voice is across key channels.

Our message is clear, consistent and aligned across all platforms

Our tone of voice feels intentional and reflects our Brand personality

Our communication resonates with and engages our audience

TOTAL = / 15

3. BRAND EXPERIENCE (For each question, click the amount of stars: 1–5)

Every interaction someone has with your Brand shapes how they perceive it – from your website and socials to how you communicate and deliver value. Brand Experience is about how your audience feels when they engage with you. In this section, we explore whether your Brand is creating a consistent, memorable, and meaningful experience across key digital touchpoints.

Our customer journey feels seamless, from first touch to delivery

Our team consistently represents the Brand values and vibe

Our Brand builds trust through memorable and consistent experiences

TOTAL = / 15

4. CUSTOMER TOUCHPOINTS (DIGITAL PRESENCE) (For each question, click the amount of stars: 1–5)

Your online presence is where most people first discover and engage with your Brand. It includes your website, social media platforms (like Instagram, LinkedIn or Facebook), email marketing, online directories and even your Google search visibility. In this section, we look at how visible, cohesive and aligned your Brand is across these key platforms – and whether you're showing up where it matters most to your audience.

Our website is easy to navigate and aligned with our Brand strategy

Our social media is active, consistent and value-driven

Our digital presence supports lead generation and conversion goals

TOTAL = / 15

5. VISUAL IDENTITY (LOOK & FEEL) (For each question, click the amount of stars: 1–5)

Your Visual Identity is often the first impression people have of your Brand. It includes your logo, colours, typography, imagery and overall design style – and it should consistently reflect your Brand personality. In this section, we assess how well your Brand looks and feels across key touchpoints and whether it's visually aligned with who you are and what you stand for.

Our visual assets (logo, colours, fonts) feel cohesive and up to date

Our design reflects our Brand personality and audience expectations

Our visuals are consistently applied across all platforms

TOTAL = / 15

BRAND SCORING GUIDE

YOUR OVERALL BRAND TOTAL = / 75

61–75 stars: EXCELLENT — Your Brand is in great shape! You're doing most things right. Your Brand is highly effective, aligned and performing at a best-practice standard. Think: "This is a standout strength!"

46–60 stars: ON TRACK — Your Brand is working well and meeting expectations but you could optimise your Brand in key areas to further enhance its impact and reach. Think: "It's solid—keep doing what you're doing."

31–45 stars: ROOM FOR GROWTH — Your Brand is functional but not yet fulfilling its full potential. It has a foundation in place but could be improved to increase clarity, engagement or alignment with business goals. Think: "There's more value to unlock here."

Under 30 stars: NEEDS WORK or LACKING IN KEY AREAS — Your Brand is underdeveloped or inconsistent. It's likely creating confusion or disconnect in your Brand experience. Targeted improvements are needed to align it with your overall strategy and Target Market. A Strategic Brand Audit is a smart next step. Think: "This is a blind spot — and it's costing you."

To discuss your results and uncover the profitable gaps in your business, scan the QR Code and book your **FREE Brand Insights & Discovery Session with Brand Coach, Karen Osorio.**

****Valued at \$350+GST**



KAREN OSORIO - Founder — Creative Director, Speaker & Brand Coach
karen@brand4profit.com.au / 0412 637 271

**BRAND⁴
PROFIT⁺**