



## The brand and image audit

Branding is not just about having a logo, it is the image you present as a whole to clients – from your sales materials and office presentation to the way you answer the phone. Complete the following audit considering each item and writing down some areas for improvement. You could also ask your staff, clients or friends/colleagues to complete the audit and then agree on action items. It is also a good idea to gather everything you produce with your brand on it (from business cards to sales materials) to check that there is consistency across all your communications. Remember the brand image you project is not only visual. The experience your clients have with you and the way you communicate with and service your clients are also critical factors. A good brand experience builds referrals but a client who has a bad brand experience will tell 10 other people!

Brand Question	Yes	No	NA	How can we improve?
Do we currently comply with our company branding requirements?				
Is my branding appropriate for my business?				
Does our brand reflect our business vision and target client?				
Is our signage appropriate?				
Stationery (letters, invoices, business cards) appropriate? Do we say what we do and the services we offer?				
Does our office presentation (reception, offices) reflect the appropriate brand image?				
Do our people (presentation and service/phone standards) reflect the appropriate image?				
Do we have a website? If so, is it branded appropriately? Do we need a refresh?				
Are our newsletters well branded with well written content?				
Are our seminar presentations professional, clean and well branded?				
Are our sales materials and brochures professional, well written and well branded?				
Do we have an audio logo (what you and your team say when people ask what you do)?				
Do we apply our brand (colours, fonts, logos, layouts etc) consistently across all our communications?				
Are all our letters and correspondence professional and reflect the brand and image we want to portray?				
Is our clients brand experience – through service, follow up and communications always a consistent and positive one?				

Connect Marketing is here to help you be brilliant at marketing, so you get noticed and get more business. Check out our website at [www.connectmarketing.com.au](http://www.connectmarketing.com.au), phone us on 02 9340 73210 or email us at [info@connectmarketing.com.au](mailto:info@connectmarketing.com.au)