

2025

TRUE
AND *ash*

BRAND AUDIT CHECKLIST

We're making a
global impact

800+ Kara Pure units
sold across

45
Countries

By 2030, Kara Water will have helped **remove**
900 million bottles of water from the earth.

KARA™

Kara Water™
Air-to-water

A new frontier in water delivery

KARA

We're making a



Brand Audit Checklist

Is your brand working for you?

Your brand is more than just a logo—it's the entire experience people have with your business.

Use this checklist to see if your brand is clear, consistent, and connecting with the right audience.

If you find any gaps, don't worry—that's where we come in to help create your winning brand strategy!

Brand Foundations: Do You Have a Clear Identity?

Why this matters: Without a strong foundation, your brand can feel inconsistent or generic, making it harder for people to connect with and trust you.

- ☐ Can you explain your brand's mission, vision, and values in a sentence or two?
- ☐ Can you pinpoint exactly what makes your brand different from competitors?
- ☐ Is your target audience clearly defined (who they are, what they need, and how you help)?
- ☐ Does your brand positioning make you stand out as a leader in your industry?

Visual Identity: Does Your Brand Look the Part?

Why this matters: A strong and consistent visual identity builds trust and recognition, helping customers remember you.

- ☐ Is your logo professional, memorable, and versatile (works in different sizes and formats)?
- ☐ Do your brand colors and fonts reflect the personality and emotions you want to convey?
- ☐ Is your visual identity consistent across your website, social media, and marketing materials?
- ☐ Do you have a defined brand style (photography, patterns, icons) that makes you recognizable?

Brand Voice & Messaging: Are You Saying the Right Things?

Why this matters: Your voice and messaging shape how people perceive your brand—if they're inconsistent or unclear, you could be losing potential customers.

- ☐ Do you have a clear, unique brand voice (formal, friendly, bold, playful, etc.)?
- ☐ Does your tagline or core messaging instantly communicate what you do and why it matters?
- ☐ Are your website copy, emails, and social media captions aligned with your brand's personality?
- ☐ Does your content feel engaging, relatable, and valuable to your audience?

Digital Presence: Is Your Brand Strong Online?

Why this matters: Your online presence is often the first impression people have of your brand—make sure it's strong, seamless, and engaging.

- ☐ Do you have a clear, unique brand voice (formal, friendly, bold, playful, etc.)?
- ☐ Does your tagline or core messaging instantly communicate what you do and why it matters?
- ☐ Are your website copy, emails, and social media captions aligned with your brand's personality?
- ☐ Does your content feel engaging, relatable, and valuable to your audience?
- ☐ Do your digital touchpoints (website, email, social, ads) guide people toward action?



What does this mean?

If you checked all the boxes—amazing! Your brand is in great shape.

But if you found gaps, you're not alone. A strong, strategic brand doesn't happen by chance—it's built with intention, clarity, and consistency. That's where we come in. We specialize in transforming brands into powerful, cohesive identities that attract the right audience and drive results.

Let's refine, elevate, and strengthen your brand together—get in touch today!

Simply schedule a 30-minute introductory call here:

[SCHEDULE](#)

Or reach out via email and we'll contact you!

hello@trueandash.com



Let's make some brand magic.

HELLO@TRUEANDASH.COM