

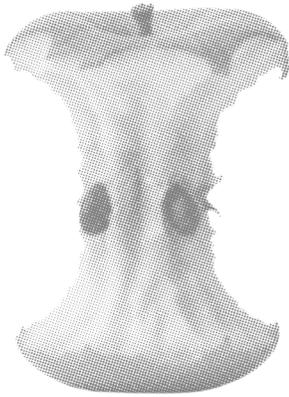
The Brand Nutrition Audit

Design Essentials Your Marketing Plan is Starving For



Serving Size 1 Growth		
Amount/serv		% Daily Value
Total V		100%
Strat		100%
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Team C		100%

INGREDIENTS... DESIGN, CUSTOM
BRAND GRAPHIC... CREATIVE THINKING.



Is your brand **malnourished?**

We chose a food theme for this audit because design is more than a one-time "feast," it is the daily fuel that keeps your brand healthy. Most businesses focus on the "Main Course" (the big launch) while letting their everyday essentials starve.

When you neglect the "small" things, like sales decks or social graphics, you accumulate Design Debt, and your brand loses its flavor.

This Brand Nutrition Audit is a diagnostic tool to help you identify where your marketing is underfed. Use it to balance your brand's "diet" across our four essential food groups and start giving your business the award-winning creative it needs to grow.

FIRST IMPRESSIONS

The Welcome Mat

The Audit:

Look at your homepage hero and your latest landing page. Do they feel like a 5-star meal or a fast-food substitute?

Why it matters:

You only get one "first bite." If the design is stale, the trust is gone before the first click. Clear, confident design builds trust quickly and sets the tone for everything that follows.

What This Includes:

- Website Visuals
- Landing Pages
- Core Brand Graphics

CAMPAIGN & CONTENT MOMENTS

The Daily Fuel

The Audit:

Scroll through your last five social posts and your current ad set. Are they cohesive, or are you just "filling the plate" with filler content?

Why it matters:

Consistency is the secret ingredient to being remembered. If your ads don't look like they came from the same kitchen, your message gets lost.

What This Includes:

- Digital Ads
- Campaign Visuals
- Social Graphics

BEHIND-THE-SCENES TOOLS

The Kitchen Prep

The Audit:

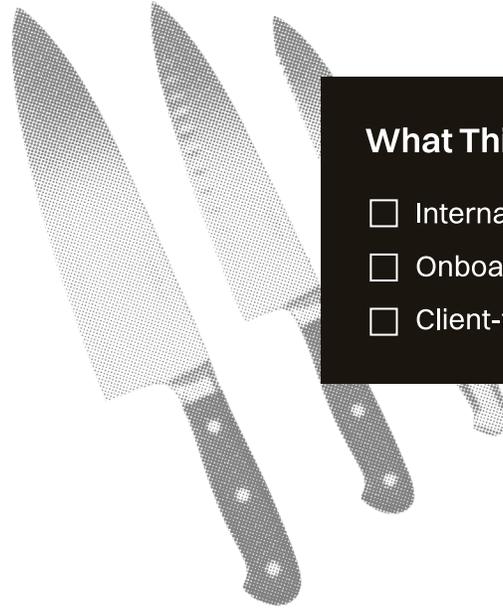
Think about your onboarding decks and internal reports. Do they create clarity or confusion?

Why it matters:

Design supports how teams work, not just how brands look. Well-designed tools create clarity, alignment, and confidence across the organization.

What This Includes:

- Internal Decks
- Onboarding Materials
- Client-facing Reports



EVERYDAY BRAND TOUCHPOINTS

The Table Stakes

The Audit:

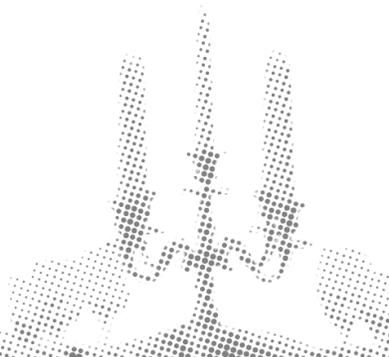
Open your most-used sales deck or a client-facing report. Would you be proud to hand this to a CEO right now?

Why it matters:

These pieces show up in meetings, follow-ups, and conversations. When they're polished and aligned, your brand feels thoughtful and put together, even in the small moments.

What This Includes:

- Presentations
- Sales Materials
- Business Cards
- Branded Documents



Identifying the hunger is the first step. Satisfying it is the second. Go to the next page to see our Design on Demand Menu - a simplified, credit-based way to get Tribu's award-winning team cooking for your brand.

MENU

Design on Demand

Not all design requests are equal. For example, plopping an existing logo on a cool t-shirt is way less complex than developing a brand new identity or a custom illustration. That's why we created credits. It's an easy-to-understand method for evaluating which of our design-on-demand services will best fit your needs.

Appetizers

1 CREDIT

Business Card Design

Simple Brochure

Cool Poster

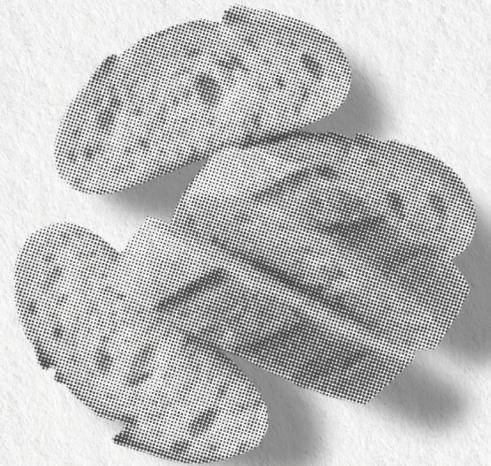
SWAG Item

Trade Show Banner

Trifold

PowerPoint Slide

Sales Sheet



Entrees

5 CREDITS

Infographic

Multiple-page PDFs (up to 10 pages)

5 Social Posts with Some Animation

Custom Illustration

Specials

15 CREDITS

Logo / Brand Design

Homepage Design

Long Reports / Annual Reports

Intricate Illustrations



Tribu
CREATIVE

