

ELEVATE YOUR BRAND: **BRAND AUDIT**

Bright Future Family Care Clinic

Introduction

Elevate Your Brand defines a brand audit as a systematic review and analysis of all aspects of a company's brand, including its visuals, messaging, customer experience, and market positioning.

A successful audit clarifies your firm's market positioning, reveals inconsistencies that may confuse customers, and highlights areas where the brand could be better aligned with target audience expectations. Ultimately, these findings drive decisions that strengthen customer loyalty, improve reputation, and guide focused marketing investments, ensuring your brand remains competitive. **It will uncover new ways your business can grow.**



Three Steps To Success



1. Brand AUDIT



2. Brand GUIDE

3. Action PLAN



Sections



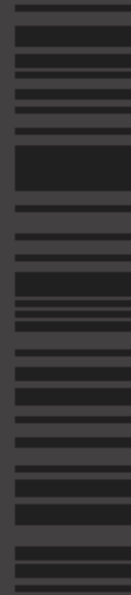
Brand Messaging Audit	1
Competitor Analysis	2
Customer Experience Audit	3
Visual Style Audit	4
Digital & Print Audit	5
Interior Design Audit	6
Summary & Findings	7



Brand Messaging Audit

A high level assessments of the Why, How, What, and Who of your business brand story. This sets the foundation for everything else to come.

1



Why

What can be learned from assessing internal and external messaging about the story that drives this company?



Relationally driven, and
friendship oriented

Pursuit of excellence

Positive mindset, a coach's
heart

How

What unique skills, abilities, or certifications does this company promote?



Years of clinical expertise

Board certifications

Family-friendly patient care experience



Accessible, family-oriented
medical care.

What

What does their present branding
say about the most valuable thing
they deliver to the market?

Who

Who seems to be the ideal client for this business based on how they present their brand?



Families seeking basic health care from a real family doctor.

Competitor Analysis

Looking at your competitors, we
discover your market position.

2



Competitor 1

WellSpring Family Health

Brand Story: A boutique practice emphasizing holistic, integrative care with extended appointment times and personalized wellness plans for wellness-focused professionals.

Brand Value Proposition:

"Your family's health partner, not just your doctor—blending conventional medicine with wellness coaching for lifelong vitality."



Competitor 2

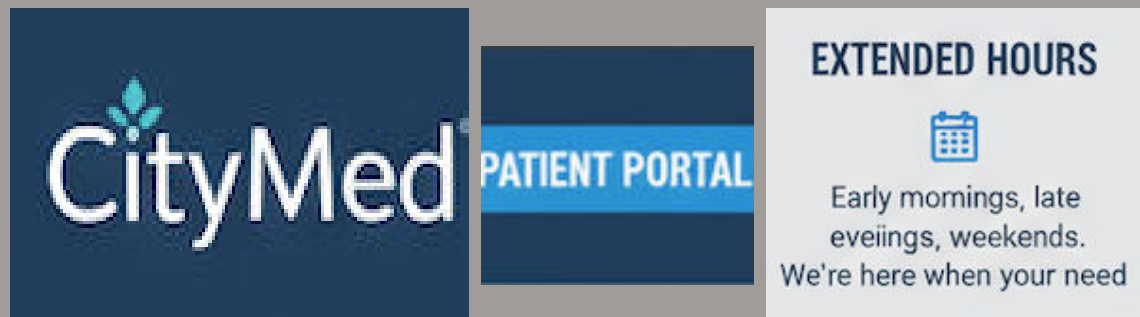
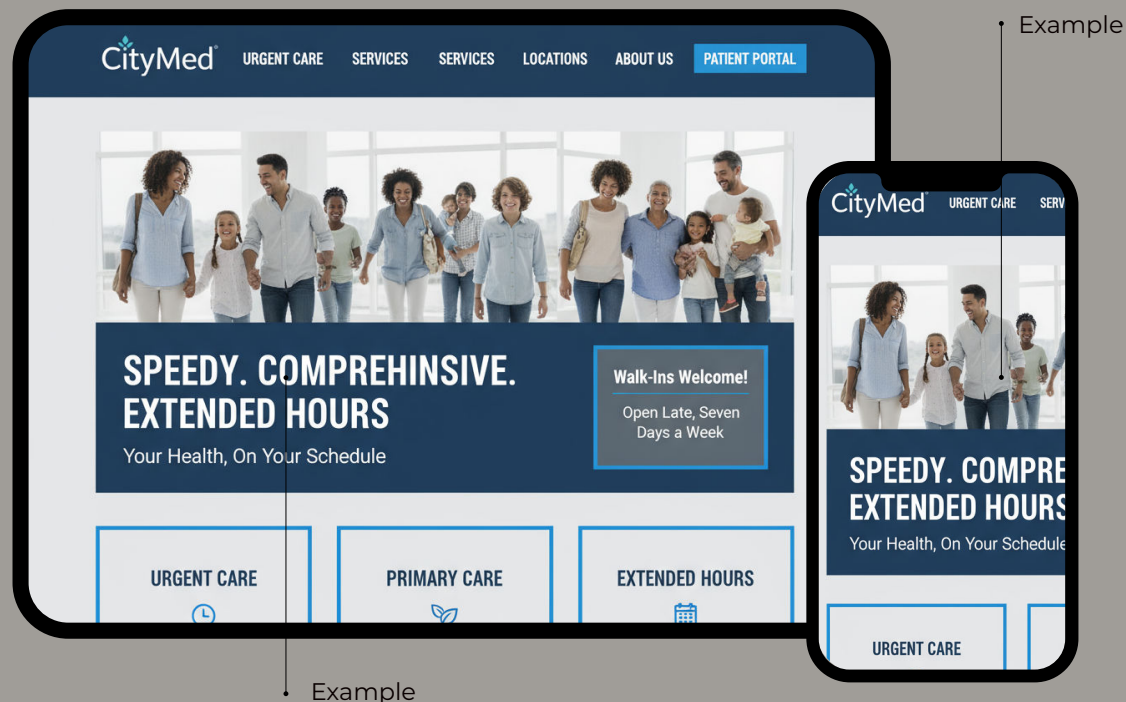
CityMed Urgent Care & Primary Care

Brand Story

A regional chain offering both urgent care and primary care services. They emphasize speed, convenience, and technology—online scheduling, and telehealth.

Brand Value Proposition

"Healthcare on your schedule—fast access, extended hours, and seamless digital experience for busy families."



Competitor 3

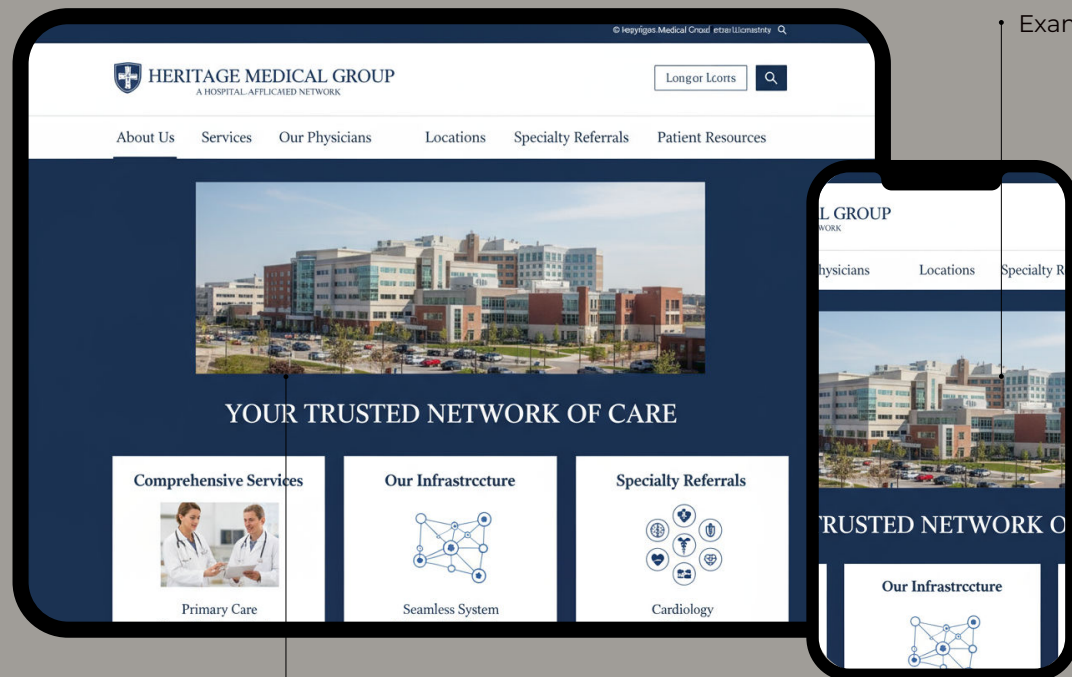
Heritage Medical Group

Brand Story

Affiliated with the regional hospital system. They promote comprehensive care coordination, specialty referrals, and integrated health records across the hospital network.

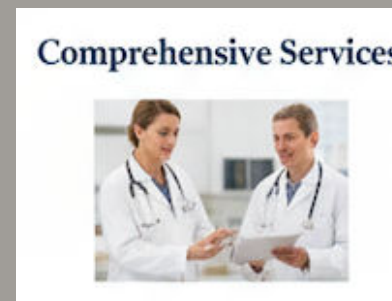
Brand Value Proposition

"The full power of our health system behind your care—seamless coordination from primary care to specialty services."



Example

Example





Market Position Observations

Strengths

Bright Future has built genuine patient loyalty, a reputation for caring providers, and a strong track record. Patients who know you love you.

Weaknesses

You don't yet have a distinct visual identity, or a unique value proposition. You may be invisible to prospective patients who don't already know you by referral.

Opportunities

Differentiate by offering relationship-based care enhanced by smart

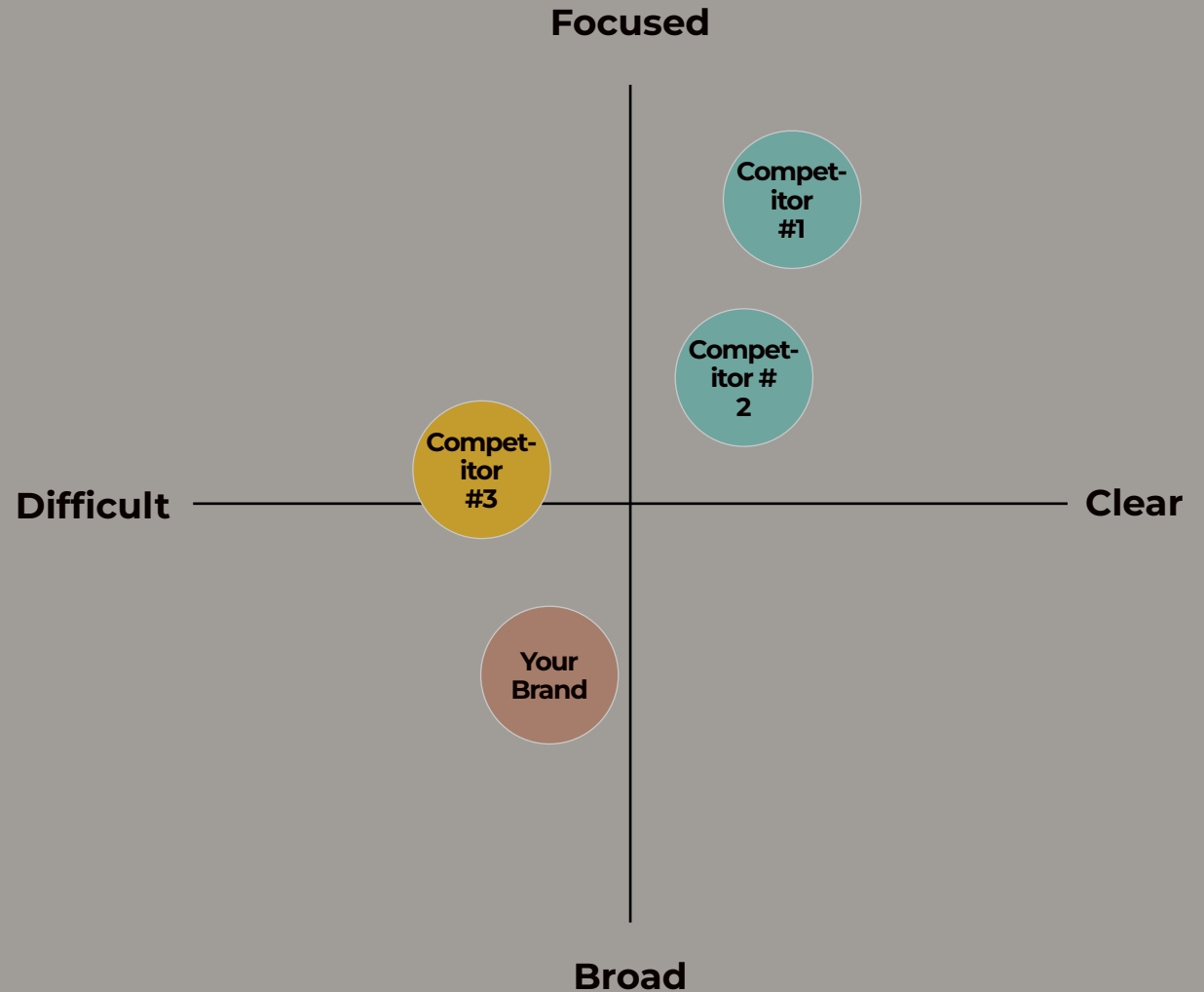
technology and preventive wellness without the corporate feel or premium pricing. Consider family continuity, telehealth, and wellness planning as value offerings.

Threats

Market saturation with both independent practices and hospital-affiliated groups. Patients have many choices and will gravitate toward brands that clearly communicate unique value.

Market Position Comparison Map

How *Elevate Your Brand* sees you in relationship to your key competitors **when communicating your value in the public marketplace.**



Customer Experience Audit

We seek to how your clients experience your brand. This audit's scope will include survey and sales data when available.

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Customer Experience Evaluation

This graphs shows the scores from our internal survey on how your team perceives customer experience problems across the steps of the customer journey.

Awareness & Discovery:

Most new patients find you through word-of-mouth referrals or Google searches.

Scheduling & Access:

Patients appreciate friendly front-desk staff and reasonable wait times for appointments. However, online scheduling is not available.

Visit Experience:

This is your greatest strength—patients consistently praise provider attentiveness, thorough exams, and the

feeling of being truly heard. Office is always clean.

Follow-Up & Continuity:

Follow-up care is strong when initiated by the provider, but patients lack easy ways to reach the practice with questions between visits.

Overall Impression:

Patients love the care itself but find the experience surrounding care—from discovery to scheduling to follow-up—inconvenient and outdated compared to competitors.



Benchmarking

We can only improve what we can measure. **Elevate Your Brand** notes what you are currently measuring.



Cost Per New Client

Not currently tracked, but total marketing spend (minimal signage and online ads) is approximately \$800/month. Estimated new patient acquisition is 15-20 per month, suggesting a cost-per-patient of \$40-55.

Lead Conversion Ratio

Not tracked—no system in place to measure inquiry calls vs. scheduled appointments vs. completed first visits.

Revenue Per New Client

Not tracked. Average patient lifetime value is estimated

but not calculated from actual data.

Net Promoter Score

Anecdotal feedback is overwhelmingly positive, but no systematic survey exists to quantify patient loyalty and referral likelihood.

Patient Retention Rate:

Not tracked—you don't currently measure how many patients return annually vs those with less than one year in your care.



Customer Experience Opportunities

Reduce friction in the patient journey. Make it easy to find you, book appointments, and communicate. Implement online scheduling and a patient portal. This will immediately build more patient-trust!

Enhance comfort at every touchpoint. Upgrade waiting areas with better lighting, seating, and amenities. Add personal touches that show you care about the full experience, not just clinical outcomes. Patient-experience needs to focus on calm and

confidence!

Measure and improve continuously. Begin tracking Net Promoter Score, patient satisfaction, and key metrics to identify what's working and what needs attention. This will give you a map for specific improvements.

Visual Style Analysis

Elevate Your Brand has captured the most obvious collateral being distributed as your brand style to the world.

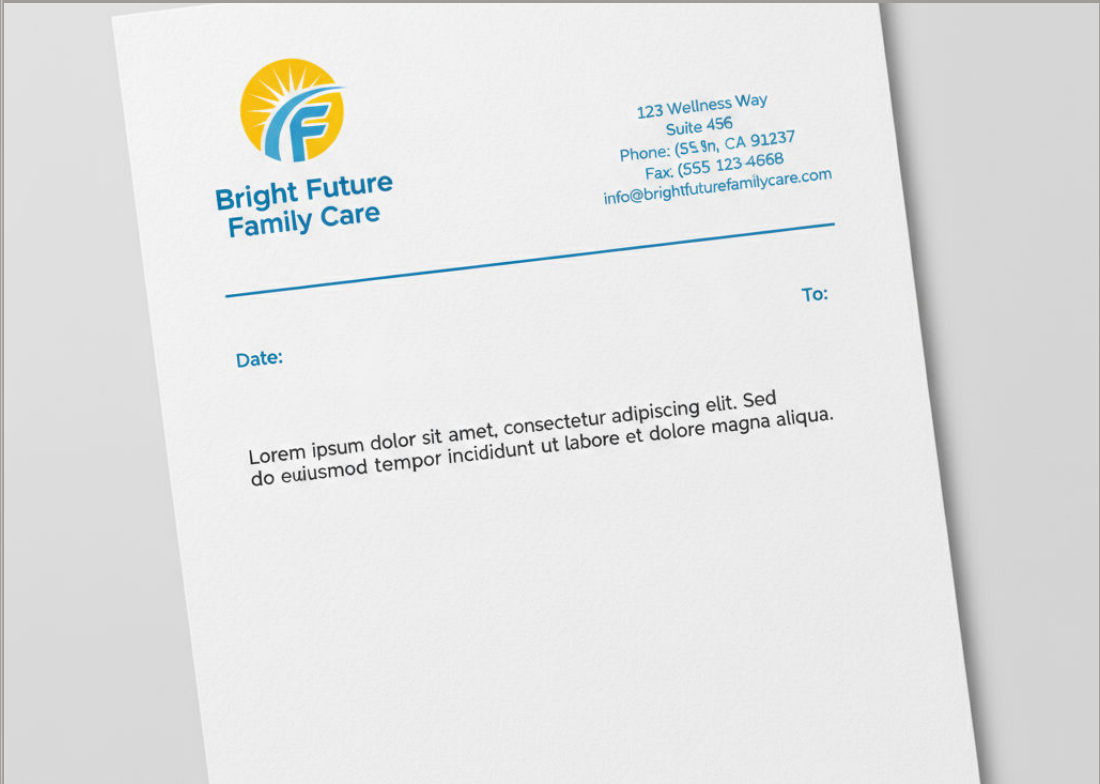
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Brand Primary



Elements



Typography

Arial/
Helvetica

BRIGHT FUTURE

Arial/
Helvetica

Title Font in Helvetica

Times/Arial

This is body type in this Time New Roman font. It is easy to read when used in copy whether in digital or printed formats. It is a clear, easy to read modern font. Sometimes the body font is in Arial which seems to be used to promote technology or technical knowledge.

Comic Sans

Comic sans on some flyers.

Present Brand Colors

Primary Color: Medium blue (#4A90E2) used inconsistently

Splashy accent: Bright yellow/gold (from sun icon)

Background Palette: White with occasional light gray

Typography Colors: Black or dark gray



4A90E2



8AC5D9



DCBC33



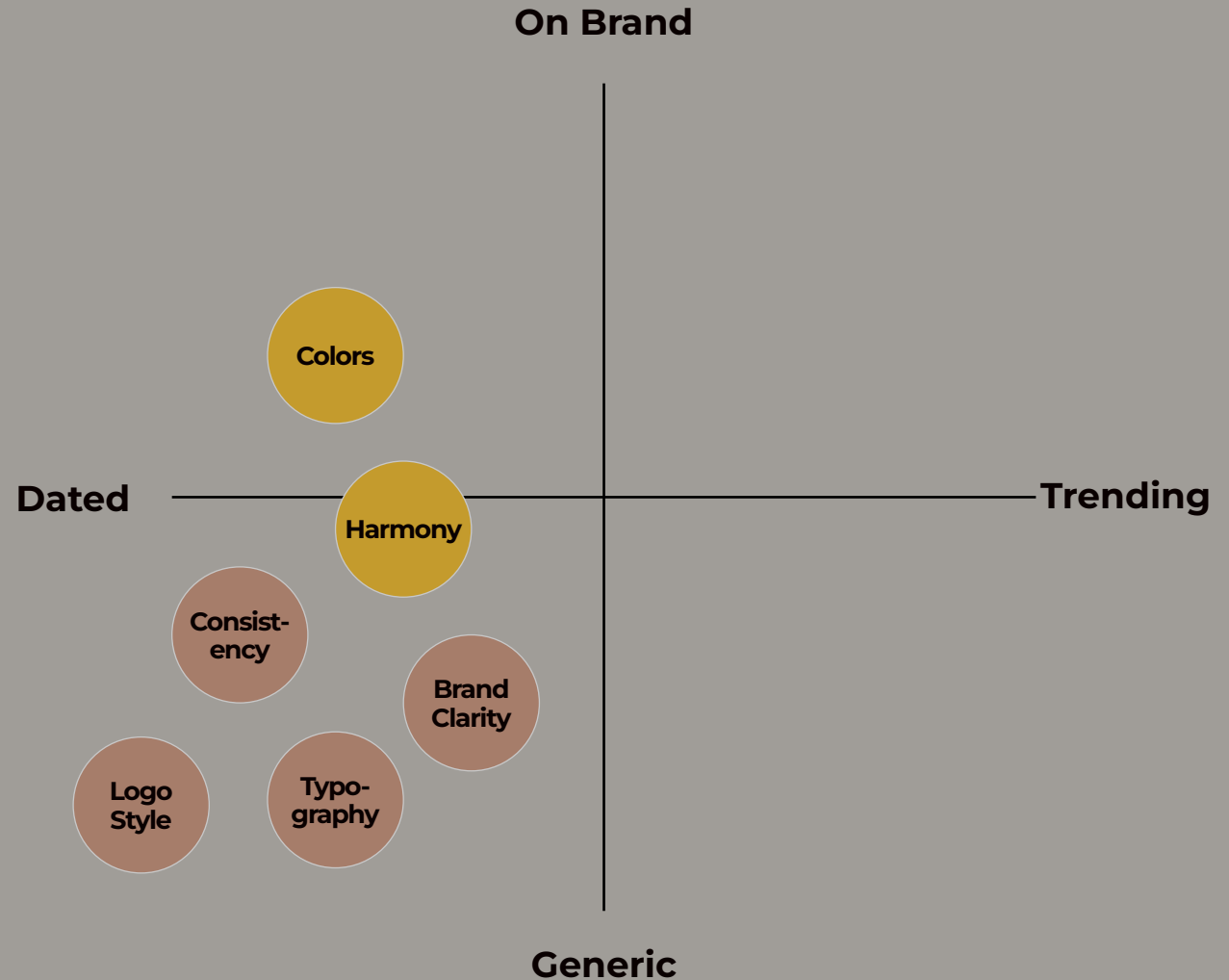
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Visual STYLE Opportunity Map

Elevate Your Brand sees your visual style across a number of deployments and believes your present strengths are identified on this map.



Digital & Print Audit

Capturing your present brand deployment on the web and in print will give insights into the consistency of your brand deployment in marketing channels.

5



Website Audit

Branding: Basic logo and color scheme, but overall design is template-based and doesn't reflect your personality or values.

Ease of Flow: Clear navigation. Slow to load and not optimized for mobile devices. Too many clicks to get information.

Clarity of Message: The homepage says "Quality Family Care" and lists services via navigation.

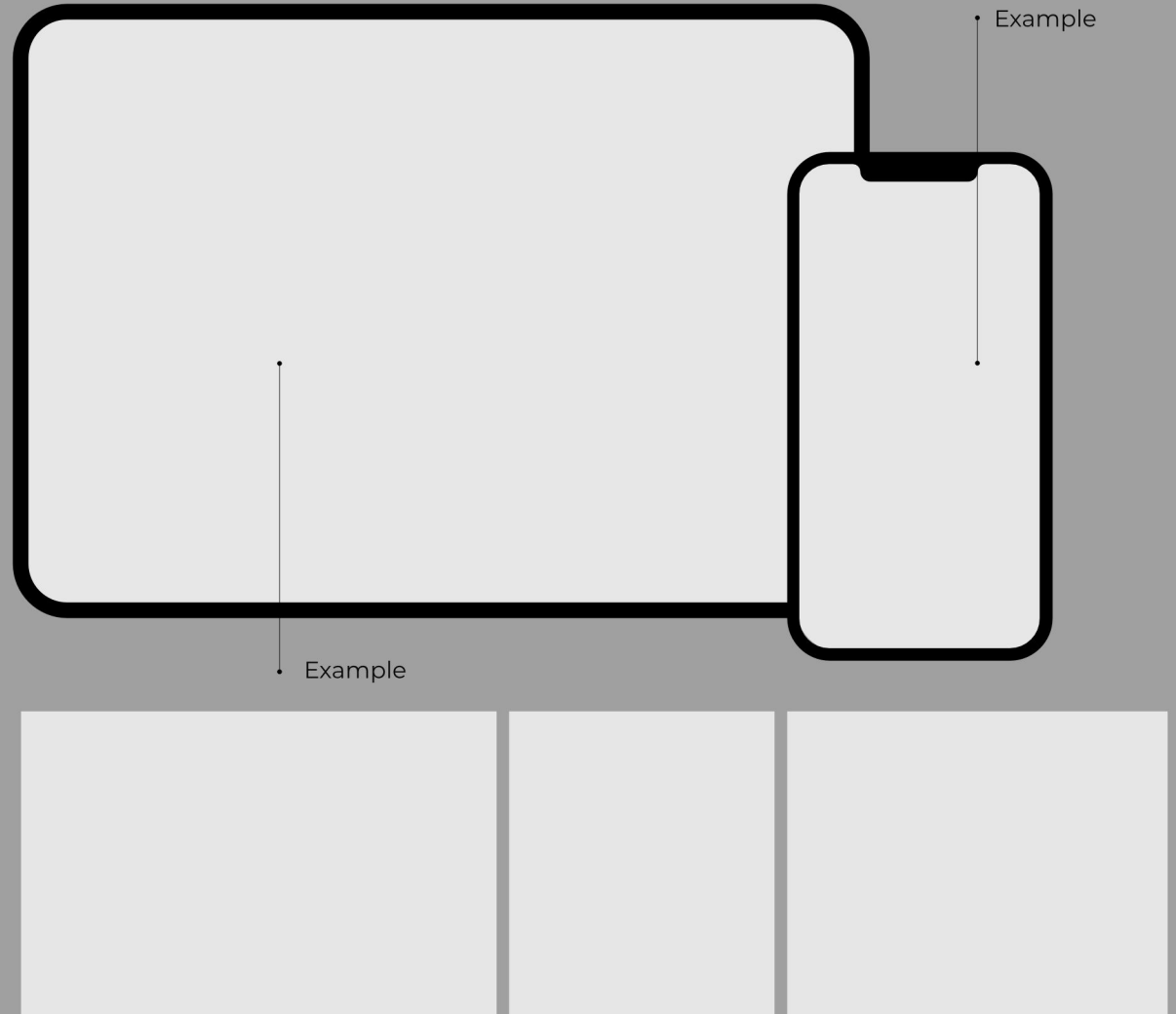


Socials and Digital Ads Audit

Branding: N/A Though you have a Facebook page the frequency of engagements did not warrant a full review at this time.

Clarity of Message: N/A. Only medical tips are shared.

Engagement: N/A. Don't worry, engagement will be easy once the brand story is clarified.



Print Collateral Audit

Branding: These feature your basic logo and colors, but lack a cohesive, attractive story.

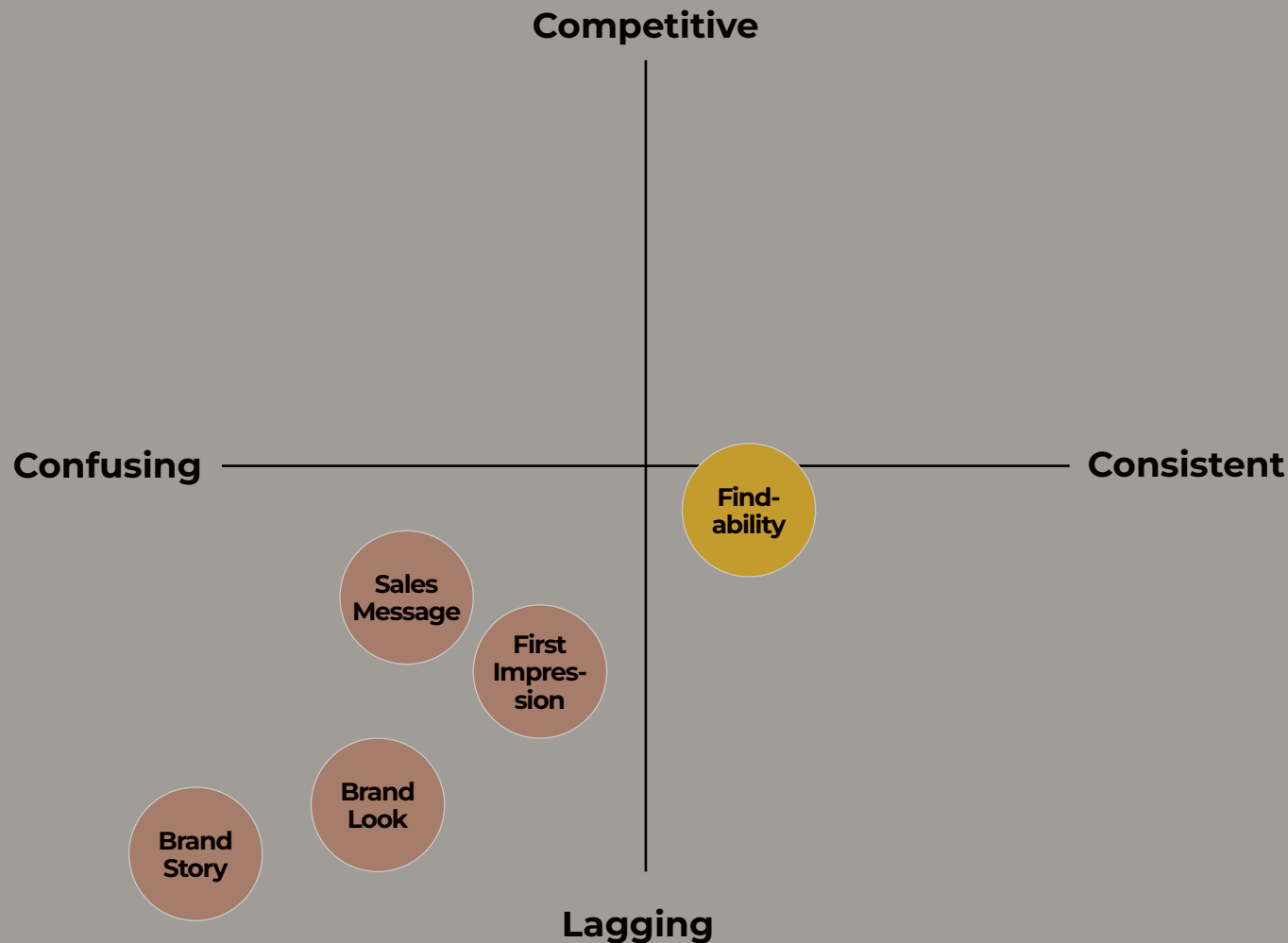
Ease of Flow: Forms are functional but they need visual hierarchy for flow.

Clarity of Message: these communicate necessary information but don't reinforce your brand story or values ... a great opportunity!



Digital & Print Spaces Audit Map

Our high-level impressions of how your physical SPACE is presently expressing your brand.





Visual Brand Impact Opportunities

Develop a professional brand identity system. Your logo, colors, and typography need refinement to reflect your personality and build instant recognition. Apply this consistently across all touchpoints and it will build your prospect-patients' confidence in your services.

Upgrade all visual assets. Redesign your website, collateral, and digital presence to be modern, compelling, and conversion-focused. Use authentic imagery of your providers and real patients to emphasize your relationship-

based value system.

Create branded collateral that works. Design patient materials—welcome packets, educational handouts, appointment cards—that are functional and reinforcing your brand story. Your patients need to experience your trustworthy story everywhere they meet you!

Interior Design Audit

When applicable, Elevate Your Brand visits your places of business and performs on-site assessments of your brand in your interior design.

6



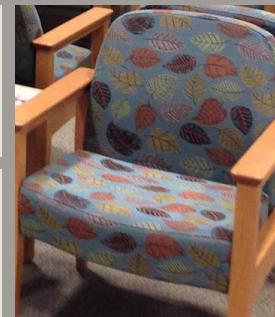
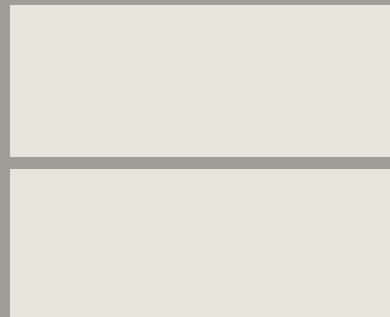
Physical SPACE Audit

First Impressions: Good parking, basic doctor's office in entry and overall feel.

Brand Impact: Could belong to any practice. Colors are neutral (beige walls, gray furniture), art and furnishings need to be coordinated with the brand.

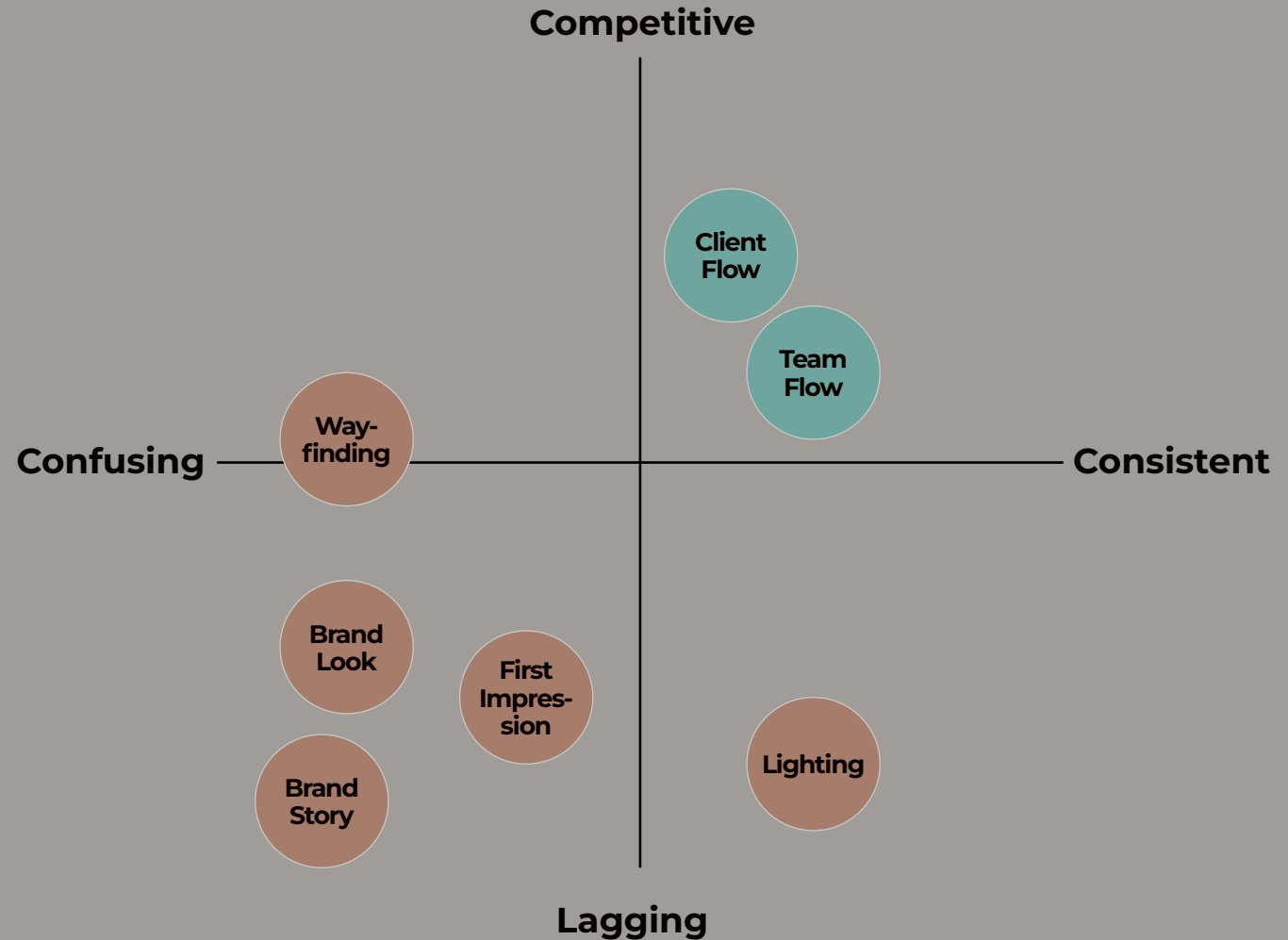
Overall Flow & Function

The layout is functional and efficient for clinical workflow. Wayfinding needs improvement on entry.



Physical Space Audit Map

Our high-level impressions of how your physical SPACE is presently expressing your brand.





Physical Space Opportunities

Design your second location with intentionality.

Create a branded environment that embodies your values—from paint colors to lighting to environmental graphics. Color is a key element in trauma-informed or care-giving interior design.

Plan an updates to your current space. Once you have a clear Brand Strategy (consider the *Elevate Your Brand* system from *Pasley Commercial Interiors*) then plan for brand cohesion between both locations.

Make your brand tangible.

Improve comfort and accessibility. Thoughtfully select finishes and amenities that create a welcoming atmosphere rather than sterile clinical feel. “*How I feel*” is everything!

Refresh your existing location in parallel. Quick wins like fresh paint, updated signage, and improved lighting will bring continuity across both clinics and communicate your commitment to growth.

Audit Summary & Findings

Elevate Your Brand distills your audit into simple categories for review, comparison, and identifying key opportunities for improvement.

7





Sales Growth Opportunities

Define and share your unique story. You have loyal patients and excellent care—now articulate what makes Bright Future special and ensure it's visible across all channels.

We need to understand the WHY behind your brand. It will help us trust you more.

Move beyond word-of-mouth to strategic marketing that reaches prospective patients. Consider the **Elevate Your Brand** story-process used at *Pasley Commercial Interiors* to build and communicate

your winsome story across your entire brand, including social and digital efforts.

Build digital presence. Your website needs a modern refresh with online scheduling, clear messaging, and strong search visibility. Invest in digital advertising and community partnerships to expand awareness.

Leverage your expansion. Use your second location opening as a brand relaunch opportunity—announce your growth, share your vision, and invite the community to experience your approach.



Final Thoughts

Bright Future has proven the strength of your care model and patient loyalty at your first location.

Your expansion is the perfect moment to formalize your brand, clarify your positioning, and build a strategic foundation for sustainable growth.

The path forward is clear: articulate your story, refine your visual identity, enhance patient experiences, and build visibility in your market. *Elevate Your Brand* believes you are poised to become very competitive and achieve

new growth if you execute a clear growth strategy.

The Brand Guide and Action Plan that complete the *Elevate Your Brand* process will provide the specific roadmap to make this vision real.

We are very excited about the chance to partner with you in the growth journey ahead!

-H.B. Pasley, Growth Advocate®



Thank You.

H.B. Pasley
719-472-3111

hb@pasleycommercialinteriors.com
www.pasleycommercialinteriors.com

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