

CHECKLIST

Brand audit checklist: 20 questions to review your brand

A quick brand assessment for your team. Answer each question with yes, partly or no - ideally separately with people from leadership, sales, marketing and customer service - then add up your score. The pattern of answers matters more than the number.

Scoring: yes = 2 · partly = 1 · no = 0. Each area adds up to a maximum of 10 points; the total to a maximum of 40.

Strategy

#	Question	Yes (2)	Partly (1)	No (0)
1	Can everyone in the leadership team describe what the company does in one sentence - and is it the same sentence?			
2	Is it clear why a customer should choose you over the alternatives?			
3	Does the brand reflect the business you are today, not the one you were when it was created?			
4	Is the brand ready for the markets and services you plan for the next few years?			
5	If you have several products, services or companies, is it clear how they relate to each other?			
Area score				/ 10

Audience

#	Question	Yes (2)	Partly (1)	No (0)
6	Do you know who your most valuable customers are and why they chose you?			
7	Do customers describe you in the way you want to be described?			
8	Are you reaching the audience you want to grow with, not only the one you already have?			
9	Do you know what makes potential customers hesitate?			
10	Do the people who influence the decision - partners, prescribers, distributors - understand what you offer?			
Area score				/ 10

Identity

#	Question	Yes (2)	Partly (1)	No (0)
11	Is the brand recognisable without seeing the logo?			
12	Does the visual identity express your positioning, or only look current?			
13	Is there a consistent tone of voice across the company?			
14	Do you know which elements customers recognise and trust most?			
15	Are there up-to-date brand guidelines that people actually use?			
Area score				/ 10

Touchpoints

#	Question	Yes (2)	Partly (1)	No (0)
16	Does the website reflect the brand and the positioning?			
17	Are presentations, proposals and documents consistent across teams?			
18	Do packaging, signage and printed materials match the current identity?			
19	Do suppliers and partners have the right files and guidelines?			
20	Does the experience customers have - service, delivery, follow-up - live up to what the brand promises?			
Area score				/ 10

Your scorecard

Area	Score	Lowest-scoring questions
Strategy	/ 10	
Audience	/ 10	
Identity	/ 10	
Touchpoints	/ 10	
Total	/ 40	

What your total suggests

Total	What it usually means
32-40	The brand is in good shape. Focus on the few weak answers and on keeping it consistent as the business grows.
20-31	The brand has started to drift. Look at the area with the lowest score: that is where to start.
Under 20	The problems are probably structural. Review the positioning before changing anything visible.

The bands are a guide for discussion, not a benchmark. A low score in Strategy matters more than the same score in Touchpoints, because everything else depends on it.

How to read the pattern

Pattern	What it usually means
Mostly "no" in Strategy and Audience	The issue is positioning. A new identity alone will not fix it; you may need a rebrand that starts from strategy.
Mostly "no" in Identity and Touchpoints	The positioning may still be right, but its expression has aged or fragmented. A refresh and a stronger brand system may be enough.
A mix across all four	The most common result. A structured Brand Diagnosis helps decide what to change first and what to protect.

Our three priorities

#	Priority	Owner	Date
1			
2			
3			

This checklist is a first self-assessment, not a substitute for a full brand audit.

Completed the checklist? Let's look at your score together.

Send us your results or book a short call. We will help you read the pattern and tell you honestly whether your brand needs a refresh, a rebrand or neither.

[Book a 30-minute call](#) · **hello@brandonbrand.eu**