

Mini Brand Audit Card

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Business Name: \_\_\_\_\_

Your Designation: \_\_\_\_\_

For each question, assign the score to your selected option in the circle. The sum of all scores will be your brand audit score.

How clearly does your brand articulate its core purpose beyond making money?

|                                                  |     |  |
|--------------------------------------------------|-----|--|
| It's vividly expressed and drives every decision | + 4 |  |
| It's stated but not always referenced            | + 3 |  |
| It exists only in formal documents               | + 2 |  |
| It's undefined or unknown                        | + 1 |  |

To what extent do your brand's stated values guide daily actions?

|                                      |     |  |
|--------------------------------------|-----|--|
| Values are lived by all team members | + 4 |  |
| Values guide most decisions          | + 3 |  |
| Values are occasionally applied      | + 2 |  |
| Values are ignored                   | + 1 |  |

If you described your brand as a person, which trait fits best?

|                            |     |  |
|----------------------------|-----|--|
| Visionary and inspiring    | + 4 |  |
| Undefined or confusing     | + 3 |  |
| Practical but unremarkable | + 2 |  |
| Reliable and consistent    | + 1 |  |

How clear and unique is your brand positioning statement?

|                                       |     |  |
|---------------------------------------|-----|--|
| It clearly differentiates and excites | + 4 |  |
| It's clear but lacks distinctiveness  | + 3 |  |
| It feels generic                      | + 2 |  |
| It doesn't exist                      | + 1 |  |

How well do you understand who your ideal customer really is?

|                                         |     |  |
|-----------------------------------------|-----|--|
| You have detailed profiles and insights | + 4 |  |
| You know basic demographics only        | + 3 |  |
| You make assumptions without data       | + 2 |  |
| You have no clear customer profile      | + 1 |  |

In what ways do you monitor and learn from your competitors?

|                                      |     |  |
|--------------------------------------|-----|--|
| Continuous analysis informs strategy | + 4 |  |
| Periodic reviews guide decisions     | + 3 |  |
| Occasional checks when issues arise  | + 2 |  |
| You lack competitor insights         | + 1 |  |

How would you rate your Net Promoter Score (likelihood to be recommended)?

|                 |     |  |
|-----------------|-----|--|
| Excellent (≥70) | + 4 |  |
| Good (50–69)    | + 3 |  |
| Fair (30–49)    | + 2 |  |
| Poor (<30)      | + 1 |  |

How consistent is your visual identity (logo, colors, typography) across all touchpoints?

|                                         |     |  |
|-----------------------------------------|-----|--|
| Fully consistent in every application   | + 4 |  |
| Mostly consistent with minor variations | + 3 |  |
| Inconsistent across teams or regions    | + 2 |  |
| No consistent visual system             | + 1 |  |

When was the last time your brand guidelines were actively updated and enforced?

|                           |     |  |
|---------------------------|-----|--|
| Within the past 6 months  | + 4 |  |
| Within the past 1–2 years | + 3 |  |
| Over 2 years ago          | + 2 |  |
| They don't exist          | + 1 |  |

How confidently does your brand promise translate into real customer experiences?

|                                       |     |  |
|---------------------------------------|-----|--|
| Always lived in every interaction     | + 4 |  |
| Often delivered, with rare exceptions | + 3 |  |
| Sometimes missed or underdelivered    | + 2 |  |
| Not clearly defined                   | + 1 |  |

What feedback do customers most commonly share about your brand's strengths?

|                                            |     |  |
|--------------------------------------------|-----|--|
| They praise consistency and clarity        | + 4 |  |
| They appreciate specific features/products | + 3 |  |
| They offer mixed or neutral feedback       | + 2 |  |
| They express confusion or dissatisfaction  | + 1 |  |

How scalable is your current go-to-market approach when entering new regions?

|                                 |     |  |
|---------------------------------|-----|--|
| Fully documented and repeatable | + 4 |  |
| Documented but needs tweaking   | + 3 |  |
| Mostly ad hoc and manual        | + 2 |  |
| No scalable process             | + 1 |  |

How clear and consistent is your core brand messaging across channels?

|                                       |     |  |
|---------------------------------------|-----|--|
| Highly clear and uniform everywhere   | + 4 |  |
| Generally clear with small deviations | + 3 |  |
| Inconsistent by channel or campaign   | + 2 |  |
| Messages vary wildly                  | + 1 |  |

How seamless and frictionless is your customer's journey from discovery to purchase?

|                                           |     |  |
|-------------------------------------------|-----|--|
| Smooth with high conversion at each stage | + 4 |  |
| Minor friction at a single stage          | + 3 |  |
| Multiple friction points along the way    | + 2 |  |
| Unmapped and chaotic                      | + 1 |  |

Reflecting on the past year, what is your brand's overall health?

|                                        |     |  |
|----------------------------------------|-----|--|
| Strong upward growth and engagement    | + 4 |  |
| Modest improvements with some setbacks | + 3 |  |
| Flat performance remains steady        | + 2 |  |
| Declining metrics and morale           | + 1 |  |

