

audience

- I can easily describe our ideal customer/client.
- I attract and work with our ideal customers/clients.
- Our customer/client type has not changed recently.
false = 1, true = 4
- Our product or service has not changed recently.
false = 1, true = 4

strategy + messaging

- I can easily describe our company and what we offer.
- Our team consistently shares the same description of who we are and what we offer.
- I can easily describe what makes our company unique from competition.
- I can easily describe our company's brand personality & tone of voice.
- Our team consistently uses our brand personality & tone of voice across all marketing materials.

visuals

- We have clear guidelines for how to use our visual brand assets. *i.e. Logo, colors, icons, typefaces, etc.*
- Our visual brand is used consistently across all of our marketing channels.
i.e. website, social media, advertising, collateral, etc.
- Our visual brand is unique and distinctive in our market.
i.e. Do you visually stand out from competition?
- The quality of our visual brand is on par with the maturity of our company and quality of our offerings.
- The quality of our marketing materials is on par with the quality of our offerings.
- The tone of our visuals brand and marketing materials matches our company's personality and voice.
i.e. If your brand personality is playful and cheeky, does your logo and website match this tone?