

## Visual identity

- Do you have the logo and style files that you constantly need?
- Is your branding consistent across all platforms, including social media and email?
- Do you have 3 logo variants (primary, secondary, logomark)?
- Do you know your brand's colour palette (3-6 colours) and are you using them consistently?
- Does your brand have a set of 2-3 fonts that reflect your brand's personality?
- Do you use illustrations, icons and pattern throughout your branding?

## Brand communication

- Are you engaging with your target audience, speaking in a tone that resonates with them?
- Are you clearly communicating your brand's values and story?
- Do you have a streamlined process for a better customer experience?
- Is your brand photography up to date and visually appealing?
- If you sell products, are the photos consistent in style and placement?
- Are you actively using 2-3 social media platforms to maximize growth?

## Brand image

- Do your customers confidently know what sets your brand apart from competitors?
- Do you feel that your brand accurately reflects quality and professionalism?
- Does your brand capture the attention of potential customers and stand out?
- Do you feel that your branding reflect the personality and essence of your business?
- Have you successfully established brand recognition and awareness within your market?
- Does your brand evoke positive emotions and associations among your target audience?