

Brand Audit Scorecard

Step back and look at your brand honestly

A brand audit is how you step back and look at your brand honestly, the way a customer would. Score each area out of ten. Ten means it is working brilliantly. One means it needs urgent attention. Be honest. The audit is only useful if you tell yourself the truth.

Section 1: Foundations

Foundations		
Area	Score	Notes / what needs attention
Purpose clarity <i>Can you state your brand purpose clearly in one sentence?</i>	/ 10	
Values in action <i>Do your values show up in how you actually work day to day?</i>	/ 10	
Positioning distinctiveness <i>Does your positioning feel clear and different from your competitors?</i>	/ 10	
Overall foundations score	/ 10	



Section 2: Audience

Audience		
Area	Score	Notes / what needs attention
Ideal customer alignment <i>Are you attracting the people you most want to work with?</i>	/ 10	
Customer journey clarity <i>Is each stage of the journey considered and intentional?</i>	/ 10	
Connection and community <i>Does your brand build genuine relationships over time?</i>	/ 10	
Overall audience score	/ 10	

Section 3: Identity

Identity		
Area	Score	Notes / what needs attention
Visual consistency <i>Does your brand look cohesive across every platform and format?</i>	/ 10	
Tone of voice consistency <i>Does your brand sound the same everywhere it shows up?</i>	/ 10	
Messaging strength <i>Is your core message clear, compelling, and customer-focused?</i>	/ 10	
Overall identity score	/ 10	



Total score

Overall brand confidence score	/ 100
80 and above	Your brand is in good shape. Schedule a light review in six months.
60 to 79	There are areas that need attention. Prioritise your lowest scores.
Below 60	Your brand needs more significant focus. Consider working through Branding 3x3 again or booking a Spark Session.

Reflection questions

Work through these questions alongside your scores. They will help you understand not just where things stand, but why.

On foundations
<i>Can you still state your purpose in one sentence? Do your values show up in how you actually work?</i>



On audience

Who have your last ten clients been? Are they who you designed your brand for?

On identity

Look at your website, social media, proposals, and printed materials side by side. Do they feel like the same brand?



Your action plan

Choose one thing from each section to improve before your next review. Small improvements compound quickly.

Section	What I will improve	By when
Foundations		
Audience		
Identity		

Next audit date — schedule your next review now. Do not leave it to chance.

When did you last look at your brand through your customer's eyes? Not as the person who built it. As the person discovering it for the first time.