

Donkey
Ink & Digital

Brand Assessment Checklist

How Strong
is Your Brand?



Your brand is the most important investment you will make in your business.

No marketing tactic or strategy generates a better return on investment over the long term than building a strong, reputable, and recognizable brand.

Whether you're just starting out or already have a foothold in your local market, it's important to assess your brand image at regular intervals to ensure it's helping you grow and not hindering your ability to scale.

Work through the checklist on the next pages to determine what's already working and what needs fixing in order to maximize your brand ROI.

Then, use the list of creative assets we've included as inspiration for your next branding and marketing campaigns!

The Brand Assessment Checklist

- A Read through each item on the list one by one
- B Give yourself a score from 1-3 for each:
 - 1 Non-Existent! / Needs Improvement!
 - 2 Good But Let's Do Better!
 - 3 Excellent Work, Keep Going!
- C Once complete, focus on the 1 and 2 over the next few months

Foundation

1

2

3

Company Name

Does your company name accurately represent your business, and is it easy for clients to recall?

Tagline

Does your tagline clearly convey your unique value proposition? Is it memorable and does it align with the way you want to be perceived?

Tone of Voice

Is the tone of your communications across different platforms consistent and reflective of your industry?

Story

Does your story effectively communicate your journey, values, and uniqueness, creating a connection with your audience?

Positioning & Strategy

Audience

Do your services and messaging align with the needs, wants, and worries of your ideal customer?

Positioning

Are your unique selling points clearly communicated?
Does your brand stand out within your market?

Process

Does your process provide clarity and build trust with clients from the initial inquiry to project completion? Is your process simple?

Visual Identity

1

2

3

Logo

Is your logo professional, recognizable, and does it effectively represent your brand identity? Is it easily visible both online and offline?

Colour Scheme

Do your colors reflect your brand's personality and elicit the desired emotional response from your customers? Do your colors help you stand out from the competition?

Typefaces

Do your fonts convey professionalism? Are they easy to read? Do they remain consistent across all communications and marketing material?

Style/Brand Guide

Do you have an up-to-date style guide in place? Is it comprehensive, and does it ensure consistency in branding elements?

Website

Is your website clean, user-friendly, and does it effectively showcase your work and services? Is it accessible from all devices?

Proposals

Do your proposals effectively showcase your professionalism and attention to detail? Do they help you win more jobs?

Brand Asset Options

1

2

3



Social Media Presence

Do you have an online presence outside of your website with which to stay in touch with your audience?



Team Photos

Photos of your teams and crews help humanize your brand.



Happy Customer Photos

Photos of your happy customers to increase trustworthiness?



Local Event Photos

Do you have photos of your team participating in local events to create a sense of community connection?

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Need help with a brand?

Reach out today!

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