

# ClearBrand Brand Audit

Understand how your brand is visually perceived across different platforms and media.

Our brand audits could highlight areas where you could potentially enhance your brand to drive brand value, and ultimately deliver tangible results to your business. Before starting the audit we would ask for a range of key communication your share with your clients, customers, partners or members.

Free Audit – Features	Free Audit
<b>The current brand</b> <i>Successes of the current brand to build on. Success of current Brand and Story.</i>	✓
<b>Visual Audit – Consistency of brand</b> <i>Logo, Colours, fonts, imagery, sizing, flexibility, current trends, relevancy</i>	✓
<b>Brand Identity</b> <i>Creativity, direction,</i>	✓
<b>USPs / Brand values</b> <i>Brand Values communication, Meaningful Propositions</i>	✓
<b>Brand Personality</b> <i>Reality check on essence / personality resonating with potential market / customers</i>	✓
<b>Brand Equity – Ownable assets</b> <i>Brand ownership. Quantifiable insight.</i>	✓
<b>Best practices, Guidelines</b> <i>Brand identity standards</i>	✓
<b>Brand Architecture</b> <i>Parent brands &amp; sub-brands and relations.</i>	✓
<b>Customer Profile</b> <i>Who your brand is targeted at based on current brand. Who should it be targeted at?</i>	✓
<b>Competition</b> <i>Competitor Analysis in your market. Does your brand stand out? what differentiates your brand?</i>	✓
<b>Naming – Company / Product &amp; services</b> <i>Issues, Future proofing, Legal aspects.</i>	✓
<b>Tonal Audit –</b> <i>Tone of Voice, Analyse brand communication tonally, Copy style.</i>	✓
<b>Brand Reach</b> <i>Across digital media &amp; multimedia environments</i>	✓
<b>Brand Authority</b> <i>Backing up your promises including Testimonials, case studies.</i>	✓
<b>Product/Service Positioning</b> <i>Clarity through the brand.</i>	✓

PRO Audit – Features	
<b>Brand Report</b> <i>Pinpoint areas of strength, weakness, opportunities, threats for the brand. Highlight potential areas of brand development. Our recommendations in a discovery report.</i>	<b>Pricing £395+VAT</b>

## ClearBrand Brand Audit

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**Brand Audit**

**Audit Results**

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**Audit Results**

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**Pro Audit**

**Our Recommendations**

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