

FREE WORKSHEET

BRAND DESIGN AUDIT

*make sure you're attracting your
ideal clients and building the sustainable,
impactful business of your dreams*

Hey you,

So glad you're here and ready to audit your branding!

At Reux Design Co. I 100% believe that a purposeful, well developed brand will help you attract the right customers/readers, establish a loyal community of fans & make more money while pursuing something you're passionate about.

So, if you're at a place where you want to take your business to the next level, and create a visual identity that will be able to grow with you over time, you need holistic brand & I want to help!

Take the below audit and see where your brand stacks up in each category. Then you know what parts of your brand are working well, and where you can focus on updates in 2018!

Let's get started!



Directions:

01. Work through the questions in each category of Brand Design. Answer honestly and objectively, keeping in mind your ideal client & their preferences.

02. Score each section by counting the number of questions where you answer YES. Then take a look at highest scoring and lowest scoring categories, making note of where you want to develop, grow and focus your branding efforts in 2018!

ONE | COLOR PALETTE

Color is the first thing that someone will notice about your business!

Different palettes can serve different businesses best. You have to combine what you love with what will be attractive to your ideal clients. Create a color palette that will stand the test of time and create a sustainable visual identity for your brand. Make it recognizable and purposeful.

Do you have a set of 3-5 colors defined for your brand with exact RGB, HEX or Pantone information?

☐

YES

☐

NO

Your business is *unique* from others in your industry. Do you have at least 1 color that sets you apart from your competitors?

☐

YES

☐

NO

Are you using your color palette purposefully across every platform? Website, social media, photography, etc.?

☐

YES

☐

NO

Bonus: What do you want your potential clients/readers to feel? *What colors come to mind when thinking of that feeling?*

TWO | COLLATERAL + SOCIAL MEDIA

Your brand is more than just a logo. It's every element combined to create a conscious feeling at every touchpoint.

If designed well, your collateral (business cards, templates, blog post graphics, social media, etc.) can be an extension of your brand experience. Over time, purposeful collateral will help build a strong brand identity that's recognizable to your ideal clients + customers.

Do you have branded templates, business cards, stationery and/or stickers for your business?

☐ YES ☐ NO

Is all of your social media cohesive? *Take a look at your headers, name, handle, colors, description, graphics, etc.*

☐ YES ☐ NO

Do you have branded graphics for each touchpoint in your business? (Pinterest Image > Blog Post > Website > Newsletter)

☐ YES ☐ NO

Bonus: Where are clients or readers finding your brand most often? How can you create a cohesive brand experience here?

THREE | FONTS

Fonts are a another cornerstone of branding in your business.

There are a few main types of fonts you might be drawn towards. Serif Fonts are generally more classic, timeless, grounded feeling. Sans-Serif Fonts tend to be modern, youthful, fun. Choosing a few fonts that work together well is an important part of creating a strong brand identity.

What 3 adjectives would you use to describe your company. Are you using fonts that *align with and enhance* these descriptors? ☐ YES ☐ NO

Do you have a unique header font to call our important info on your website or social media graphics? ☐ YES ☐ NO

Do you have a set of 3-5 fonts that you use purposefully across every platform? Website, social media, email newsletters, etc.? ☐ YES ☐ NO

Bonus: What purpose does each font have in your business? *Which are used for body content, headers, sub-headers, quotes within content, etc.?*

FOUR | PHOTOGRAPHY

Photos play a big part in visually representing your brand.

On social media, your website, through emails and in printed goods. Creating a cohesive, recognizable style to your photos is vital! Choose photos and editing that will align with your ideal client and what they're drawn to. Great photography can help forge an instant connection between you & your future customers/readers.

Are your photos all edited in the same colors and filters? *If somebody saw them on Pinterest, would they think of your brand?*

☐

YES

☐

NO

Are your photo choices inspiring your potential clients to feel an emotion aligned with your brand (*ie. inspired, motivated, trusting, happy, etc.*)?

☐

YES

☐

NO

Do you have a collection of stock photos and/or professional photos to use consistently in your business?

☐

YES

☐

NO

Bonus: How are you (or can you, in the future) using brand-aligned photos to enhance your brand on social media, your website, pinterest, etc.?

SCORE — COUNT EACH YES

If you have 10-12: Congrats! You've built a cohesive, strong Brand Identity. Answer the Bonus questions to keep growing and refining your brand this year.

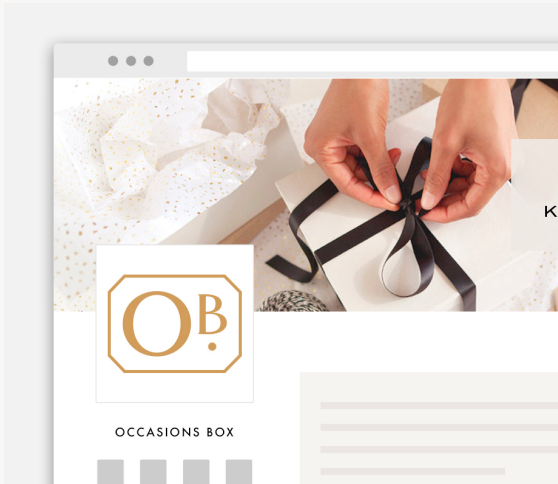
If you have 5-9: Almost there! Some categories need a bit of work, so focus on those first. Then start considering the Bonus questions to grow an even stronger brand.

If you have 0-5: Good Start! Take a look at the categories with 0 or 1 YES. Focus on aligning these with your brand in 2018, turning each NO to a YES.

Your Brand Design has the power to:

- Help purposefully attract your dream clients, and make a lasting impact with them,
- Give clarity to your business & your ultimate mission,
- Allow you to build a lifestyle business that doesn't need attention 24/7 to make a profit,
- Build you up as a conscious business owner to make an impact in your community!

I want you to have a Brand Design that you feel truly aligned with. *Connect with me!*



FREE RESOURCES

I have a full archive of useful blog posts, videos, strategies, workbooks, and guides for you to use!

Explore everything you need to purposefully grow your business including content about: branding, social media, holistic business and more.

EXPLORE THE RESOURCES



BRANDING SERVICES

I've had the pleasure of working with many creative women over the past years to bring their business to life through purposeful brand design.

My clients have been able to attract their dream customers and build purposeful, impactful businesses after launching their new brands. If your business is ready for a new brand design, let's chat!

GET IN TOUCH