



BRANDRAVE
STUDIOS

IS YOUR BRAND WORKING FOR YOU?

A step-by-step DIY Brand Audit to help you identify gaps, sharpen your message, and build a brand that converts — on your own terms.

FREE BRAND AUDIT TEMPLATE

01

Brand Identity

Logo · Colours · Typography

02

Voice & Messaging

Clarity · Tone · Consistency

03

Audience Fit

Who You Serve & Why It Matters

04

Digital Presence

Website · Social · Content

05

Action Plan

Gaps · Goals · 30/60/90 Days

Ready to audit your brand? Let's dive in. →

www.brandrvestudios.com



Brand Identity Audit

Evaluate what your brand looks like and what it stands for.

A — YOUR BRAND FOUNDATIONS

BRAND NAME

TAGLINE / SLOGAN

WHAT DOES YOUR BRAND DO AND WHO DOES IT SERVE? (YOUR BRAND PURPOSE)

YOUR BRAND MISSION

YOUR BRAND VISION

B — RATE YOUR VISUAL IDENTITY (CIRCLE OR TICK: 1 = NEEDS WORK 5 = ON POINT)

My logo is clear, versatile, and works at any size

1 2 3 4 5

My brand colours are consistent everywhere I show up

1 2 3 4 5

My typography feels intentional and on-brand

1 2 3 4 5

My visuals (photos, graphics) feel cohesive

1 2 3 4 5

My brand looks professional and memorable

1 2 3 4 5

C — BRAND IDENTITY REFLECTION

What's one thing about your visual brand you'd change TODAY if you could?

YOUR ANSWER



Brand Voice & Messaging

How you speak is just as important as how you look.

A — WHAT TONES DESCRIBE YOUR BRAND? (TICK ALL THAT APPLY)

- | | | |
|--|--|--|
| ☐ Bold & Confident | ☐ Warm & Approachable | ☐ Playful & Fun |
| ☐ Professional & Polished | ☐ Edgy & Disruptive | ☐ Inspirational |
| ☐ Educational & Informative | ☐ Minimalist & Clean | ☐ Energetic & Dynamic |
| ☐ Empathetic & Human | ☐ Premium & Exclusive | ☐ Community-Driven |

B — NAIL YOUR CORE MESSAGES

WHAT IS YOUR #1 VALUE PROPOSITION?

WHAT PROBLEM DO YOU SOLVE?

WRITE YOUR BRAND'S ELEVATOR PITCH IN 2 SENTENCES:



Know Your Audience

A strong brand speaks directly to the right people.

C — YOUR IDEAL CLIENT PROFILE

WHO IS YOUR IDEAL CLIENT? (AGE, ROLE, INDUSTRY)

WHAT DO THEY STRUGGLE WITH MOST?

WHY SHOULD THEY CHOOSE YOU OVER ANYONE ELSE? (YOUR DIFFERENTIATOR)

D — MESSAGING CONSISTENCY CHECK (1 = INCONSISTENT 5 = CRYSTAL CLEAR)

My messaging sounds the same across all platforms

1	2	3	4	5
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My audience clearly understands what I offer

1	2	3	4	5
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My content attracts the right people

1	2	3	4	5
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Digital Presence Review

Where are you showing up — and are you showing up consistently?

A — CHANNEL CONSISTENCY SCORECARD

Rate each channel for brand consistency, content quality, and engagement. (1 = Poor | 5 = Excellent)

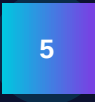
CHANNEL / PLATFORM	ACTIVE?	BRAND CONSISTENT?	CONTENT QUALITY	ENGAGEMENT	SCORE /5
Website					
Instagram					
LinkedIn					
Facebook					
TikTok / YouTube					
Email Newsletter					

B — WEBSITE & CONTENT QUICK AUDIT

- ☐ My website clearly communicates what I do within 5 seconds of landing
- ☐ My website has a clear call-to-action on the homepage
- ☐ My social media bios are optimised and on-brand
- ☐ I post consistently on my primary platform
- ☐ My content mix includes value, personality, and offers
- ☐ My brand colours and fonts are used consistently online

C — QUICK COMPETITOR BRAND SCAN (PICK 2 KEY COMPETITORS)

COMPETITOR	WHAT THEY DO WELL	WHAT THEY LACK	HOW I STAND OUT
Competitor 1:			
Competitor 2:			



Your Brand Action Plan

Awareness without action is just noise. Here's where you move.

A — YOUR OVERALL BRAND HEALTH SCORE



B — KEY AUDIT FINDINGS

BRAND STRENGTHS

What is already working well?

GAPS TO ADDRESS

Where are the weak spots?

OPPORTUNITIES

What quick wins can you act on?

C — 30 / 60 / 90 DAY ACTION PLAN

PRIORITY ACTION	WHO'S RESPONSIBLE	DEADLINE	DONE?
30 DAYS			
30 DAYS			
60 DAYS			
60 DAYS			
90 DAYS			
90 DAYS			

Want expert eyes on your brand?

Book a Brand Audit Session with BrandRave Studios

www.brandrvestudios.com