



Brand Audit Template

Answer these questions to assess your current brand and craft a fresh brand identity that will support your goals.

For more guidance, see our [Guide to Complete a Brand Audit](#).

Core Identity

This details the foundational elements of your brand.

Business name

What you do Briefly describe your business.

Brand heart Outline your purpose, vision, mission, and values.

Audience Who are your target personas?

Competition Who are your top 3-5 competitors?

Key differentiators What makes you different/better than your competition?

Brand personality How do you describe your brand?

Verbal Identity

This is how you speak about your brand.

Tagline How do you sum up what you do in a single sentence?

Value proposition What unique value do customers get from purchasing your product/service?

Key messaging What are your main selling points or messaging pillars?

Voice How do you speak in your content?

Visual Identity

If you already have a visual identity, audit your existing identity and document what does or doesn't work about each element.

Logo

Color palette

Typography

Other Photography, illustration, etc.

Does your current identity...

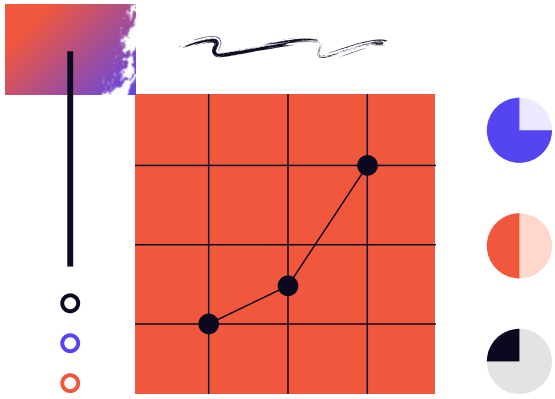
Reflect your personality?

Align with/communicate your values?

Differentiate your brand?

What are your biggest opportunities to improve?

Identify the things you would like your new visual identity to communicate.



Competitor Brand Audit Template

Use this template to audit your competitors' brand identities and identify opportunities to differentiate your own identity.

For more guidance, see our [Guide to Complete a Brand Audit](#).

To complete this exercise, you'll audit the brand identities of your top 3-5 competitors. Review one competitor at a time and document your findings as you go. To get a sense of each brand's identity, take a look at their website), social media profiles, etc.

	Competitor 1 _____	Competitor 2 _____	Competitor 3 _____
Logo: What shapes/imagery do they use? Do they use a word mark, logo mark, or both?			
Typography: What dominant typefaces do they use (serif vs. sans serif)? What weights do they use (light, regular, bold)?			
Color palette: What dominant colors do they use? Are they similar to other competitors?			
Photography: Are they using stock photography or custom photography?			
Illustration: What style do they use? Are humans depicted in their illustration style?			
Brand story: Do you “get” their personality, positioning, etc. through their visual presentation?			
Copy: What's the tone (humorous, witty, serious, lighthearted)?			

	Competitor 4	Competitor 5	
	_____	_____	
Logo: What shapes/imagery do they use? Do they use a word mark, logo mark, or both?			
Typography: What dominant typefaces do they use (serif vs. sans serif)? What weights do they use (light, regular, bold)?			
Color palette: What dominant colors do they use? Are they similar to other competitors?			
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Brand story: Do you “get” their personality, positioning, etc. through their visual presentation?			
Copy: What’s the tone (humorous, witty, serious, lighthearted)?			

Key Takeaways

Based on your audit, document the insights that will help you design a strong and unique identity to compete.

What common visual themes did you observe?

What are your biggest opportunities to differentiate?



Feeling stuck? We'd love to help to
bring your brand identity to life.

Let's chat.

Created by



COLUMN FIVE

Column Five is a B2B-focused creative agency that helps ambitious
brands find and tell their best stories to drive real results.