



# HOW TO REVIEW YOUR BRAND



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# HOW TO OUTBRAND YOUR COMPETITORS

Your brand sets you apart from your competition, but how do you know if your brand is unique or powerful enough to cut through the noise?

A brand review empowers you to gain insights, to see the strengths and weaknesses of your brand and uncover growth opportunities.

We created this workbook for you so you can spot your business opportunities and determine your brand positioning.

Let's get started! 





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# WHO IS YOUR BRAND?

## 1 YOUR TARGET AUDIENCE

**1.1 Who is your target audience? Who is going to love, use and need your product or services the most?**

(Include age, gender, income, location, lifestyle etc.)

**1.4 What problems do you solve for them?**

**1.2 Who are your dream clients and why?**

(What makes them different, why do you like working with them?)

**1.5 What are the social media platforms they use?**

**1.3 What are the core values of your target audience?**

**1.6 What could you do differently to reach them better, or more frequently?**



# WHO IS YOUR BRAND?

## 2 YOUR BRAND PERSONALITY

### 2.1 What is your business vision?

(Where do you see your business going in the next 3-5 years?)

### 2.4 What values are the most important to you and why?

(Select 2-3 values max.)

### 2.2 What is your business mission?

(Why do you do what you do? What is the purpose of your business?)

### 2.5 What is the most desired value that you want your target audience to feel from interacting with your brand?

### 2.3 What are your business values?

(E.g. Integrity, Authenticity, Kindness, Sustainability.  
Try to limit the values to 5-8 words max.)

### 2.6 Who would be the perfect face of your brand?

(Whose essence captures what you're doing? What characteristics do they have that you want to emulate?)



# WHO IS YOUR BRAND?

## 3 YOUR COMPETITORS

3.1 Who are your main competitors?

(List at least 3.)

3.4 What isn't working for each of them and what is your business doing better?

3.2 What makes you different to each of them?

3.5 Do they have a strong, consistent looking brand?

3.3 What is working well for each of them and why would your customer choose them over you?

3.6 Does their branding look similar to yours and how?



# WHAT IS YOUR BRAND CURRENTLY DOING?

## 4 YOUR LOGO

- 4.1 Was your logo designed with your target audience in mind, or was it created based more on your own personal preferences?
- 4.2 Was your logo designed based on the current trends at the time?
- 4.3 Do you feel your logo visually appeals to your target audience? Why or why not?
- 4.4 Do you have a logo suite that represents your brand on any platform or medium (print and digital)?
- 4.5 Does your logo reflect your brand personality and is it evoking the appropriate feelings?
- 4.6 How does your logo stand up against your competitors? Are there too many similarities?



# WHAT IS YOUR BRAND CURRENTLY DOING?

## 5 YOUR COLOUR PALETTE

5.1 How many colours are you using and why did you choose these colours?

5.4 What do and don't you like about your current colour palette?

5.2 Do your colours work well together and are they aligned with your brand personality?

5.5 How do your colours look compared to your competitors? Are they too similar?

5.3 Do you have brand guidelines for your colour palette to help maintain consistency? (CMYK and Pantone colours for print, RGB and Hex colours for web.)

5.6 Are your colours consistent with your brand photography and graphics?





# WHAT IS YOUR BRAND CURRENTLY DOING?

## 6 YOUR FONTS

6.1 How many fonts are you using and why did you choose these fonts?

6.4 Did you purchase the fonts or do you own the rights to use the fonts for commercial purposes?

6.2 If you are using more than one font, are they working well together?

6.5 What do and don't you like about your current font(s)?

6.3 Is your font aligned with your brand personality? Do they appeal to your target audience?

6.6 How does your font look compared to your competitors? Is it too similar?



# WHAT IS YOUR BRAND CURRENTLY DOING?

## 7 YOUR GRAPHIC STYLE OR ILLUSTRATIONS

7.1 Do you use any icons, graphics or illustrations in your current branding?

7.4 Did you purchase the icons or illustrations or do you own the rights to use these graphics for commercial purposes?

7.2 Do they work well with your current logo, colour palette and fonts? (Do they use the same colours, are they similar in style, do they have a consistent look?)

7.5 What do and don't you like about your graphic style, icons or illustrations?

7.3 Are the graphics or illustrations aligned with your brand personality? Do they appeal to your target audience?

7.6 Do you have brand guidelines that outline how and where to use these graphics or illustrations?



# WHAT IS YOUR BRAND CURRENTLY DOING?

## 8 YOUR IMAGERY

**8.1** Do you use any imagery in your current branding?  
And where do you use them?

**8.4** Did you purchase the images or do you own the rights to use these images for commercial purposes?

**8.2** Do they work well with your other brand assets?  
(What colour grading do they have, are they similar in style, do they represent your brand in the best possible way?)

**8.5** How does your imagery look compared to your competitors? Are they similar in style?

**8.3** Are the images aligned with your brand personality?  
Do they appeal to your target audience?

**8.6** Do you have brand guidelines that outline how and where to use these images?



# WHAT IS YOUR BRAND CURRENTLY DOING?

## 9 YOUR TONE OF VOICE

**9.1 How do you interact with your customers?**  
(Are you humorous, or straight-to-the-point? Do you respond to questions with experience, etc.)

**9.2 How does your voice sound like?**  
(Do you sound formal, informal, serious, optimistic, motivating, respectful, assertive, etc.)

**9.3 Is your tone of voice aligned with your brand values and personality?**

**9.4 How does your tone of voice sound compared to your competitors? Are they similar in style?**

**9.5 Does your tone of voice appeal to your audience?**

**9.6 Does your brand guidelines include instructions for social media and customer interactions, in order to deliver a consistent brand experience?**



# WHAT IS YOUR BRAND CURRENTLY DOING?

## 10 YOUR COLLATERAL

10.1 What collateral items are you currently using?

### PRINT

Business cards

Letterhead

Envelopes

Signage

Posters

Packaging

Stickers

Tags

Brochures

Flyers

Menus

Catalogues

Annual reports

Postcards

Calendars

Merchandising

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### DIGITAL

Website

Favicon

Email signature

Email newsletter

Digital banners

Social media posts

Infographics

Invoices

Price lists

Interactive forms

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10.2 Is all your collateral consistent in their look & feel?

(Do they all use the same colours, fonts, graphics and imagery style?)

10.3 Does your collateral represent your brand personality? Do they appeal to your target audience?

10.4 What do you like and don't like about your current brand collateral designs?

10.5 Are there any items you need to update?

10.6 How does your collateral designs look compared to your competitors? Are they too similar?



# WHERE CAN YOUR BRAND IMPROVE?

## 11 WHAT CHANGES CAN YOU MAKE FOR YOUR BRAND TO LOOK

- ✓ Consistent
- ✓ Reflective of your brand personality
- ✓ Appealing to your target audience
- ✓ Elevated from the competition

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Logo

Imagery

Colour palette

Tone of voice

Fonts

Collateral

Graphic style and/or illustrations

Other

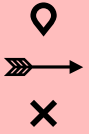


**HOW TO  
BOOST  
YOUR  
BRAND?**

**WELL DONE!  
YOU'VE COMPLETED  
YOUR BRAND REVIEW.  
NOW, HERE IS WHERE  
WE COME IN!**

With over 20+ years of branding experience, we pride ourselves to really understand your specific branding requirements and create a brand identity that is bespoke, aspirational, beautiful and that resonates with your audience. **We're here to make your brand shine!**

For quotes, questions or to book a free 15 minutes chat to discuss your project in more detail, email us at [hello@sgtpurple.com](mailto:hello@sgtpurple.com)



# SGT PURPLE

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