

The purpose of this worksheet is to help assess the current state of the effectiveness of your brand—both positives and negatives. This is not an exhaustive list, and is intended merely as a starting point to identify and evaluate the various primary touch points that should be reviewed. The eventual goal is to find opportunities to improve brand strength, clarity, relevance, and value to your internal and external stakeholders.

BRAND TOUCHPOINTS	✓	EFFECTIVENESS					COMMENTS
		-2	-1	0	+1	+2	
<b>1. STRATEGIC PLAN</b>							
Purpose Statement							
Vision Statement							
Target Audience							
Positioning Statement							
SWOT Analysis							
Differentiation from Competitors							
Corporate Values							
Firm Personality							
Brand Essence							
Tagline							
Guiding Principles							
Elevator Pitch							
<b>2. MARKETING PLAN</b>							
Budget							
Timeline							
Personnel							
Promotional Mix							
<b>3. IDENTITY</b>							
Brand Usage Guidelines							
Firm Name							
Domain/Email Address							
Logo							
Brand Colours							
Typography Guide							
Image Library							
Brand Elements							
Language and Tone							

BRAND TOUCHPOINTS	✓	EFFECTIVENESS					COMMENTS
		-2	-1	0	+1	+2	
<b>4. LEGACY</b>							
Firm History							
Firm Founders							
Notable Accomplishments							
Awards							
<b>5. THOUGHT LEADERSHIP</b>							
Writing							
Speaking							
Brand Heros							
PR/Media Exposure							
Industry Participation							
<b>6. DIGITAL BRAND ASSETS</b>							
Website							
SEO / Analytics							
Blog							
Social Media Plan							
Email Newsletter							
Email Signatures							
Presentation Deck							
Electronic Stationery							
<b>7. PRINTED BRAND ASSETS</b>							
Business Cards							
Letterhead							
Envelopes/Mailing Labels							
Folder/Brochure							
Note Card							
RFP/Proposal Template							
Signage/Décor							
External Signage							
Booth / Banners							
Wearables / Gifts							
<b>8. QUESTIONS</b>							
a. Is there someone responsible for your brand?							
b. Do employees understand and practice your brand promise?							