

Brand Audit Worksheet

A self-guided branding clarity tool for small business owners.

Instructions:

1. Complete the worksheet to assess your current brand.
2. Use it to guide your rebranding goals and conversations with a designer.
3. Reach out if you'd like help refining or redesigning your brand.

Contact Genevieve Mellott Design for your branding needs:

info@genevievemellott.com or text/call 804-464-7799

Brand Snapshot

Business Name: _____

Target Audience: _____

Brand Mission: _____

Tagline: _____

Current Branding Elements

Fonts: _____

Colors (Hex): _____

Logo Versions: _____

Brand Collateral Inventory

Business Cards: _____

Website: _____

Social Media: _____

Flyers: _____

Email Signature: _____

What is Working / What is Not

What is Working: _____

What is Not: _____

Next Steps

Rebranding Goals: _____

Next Steps: _____
