



Visual Brand Review.

Four steps towards a better looking business future

Visual Brand Review

Follow these four simple steps:

- 1. CONSIDER**
- 2. COLLATE**
- 3. COMPARE**
- 4. CONFIRM**

These steps will help you focus on where your brand is now - and where you'd like to take it in future.

The outcome of the Visual Brand Review might suggest a quick and simple refresh of some materials to bring everything back in line.

Alternatively, you might decide a more major rebranding exercise is needed.

1. CONSIDER your business brand identity and vision

Who are you now, and who would you like to be in future?

Do you have existing brand values?
(What do you stand for as a business)

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What do your customers say about you?
(If you don't know, consider asking a few)

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What products or services do you provide?

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What makes you unique or different from them?

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Who is your target audience?

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What would you like your customers to say about you?

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Who are your main competitors?

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2. COLLATE all the elements that currently combine to communicate your visual brand

Here's a list of common items, although they may not all apply to you.

- Your Logo/Identity
- Your Corporate Stationery - letterheads, business cards, email signatures etc.
- Your Printed Literature - leaflets, brochures, annual reports etc.
- Your Product Packaging
- Your Online Advertising
- Your Print Advertising
- Your Social Media Pages
- Your Website
- Your Newsletters
- Your Blog Content
- Your Corporate Videos

3. COMPARE and score each visual brand element against your brand vision with 1 being poor and 5 being excellent

• Your Logo/Identity	1	2	3	4	5
• Your Corporate Stationery	1	2	3	4	5
• Your Printed Literature	1	2	3	4	5
• Your Product Packaging	1	2	3	4	5
• Your Online Advertising	1	2	3	4	5
• Your Print Advertising	1	2	3	4	5
• Your Social Media Pages	1	2	3	4	5
• Your Website	1	2	3	4	5
• Your Newsletters.....	1	2	3	4	5
• Your Blog Content	1	2	3	4	5
• Your Corporate Videos	1	2	3	4	5

4. CONFIRM areas for improvement and agree next steps

If most of your current visual brand elements scored 4-5, you're doing well! Just one or two may need reviewing and refreshing to bring them back in line with your future brand vision.

Any scores of 3 or less suggest those visual brand elements are at odds with your future brand vision. In this case, a more wholesale rebrand may be the solution.

We hope you found our Visual Brand Review useful and interesting, and that it has inspired you to think differently about your Visual Brand and your future Marketing Plans.

Please contact Jen if we can help with anything else:

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