

# NONPROFIT BRAND AUDIT TEMPLATE

Try Smartsheet for FREE

Performing a brand audit will help you determine your brand's current effectiveness in the marketplace.

## BRAND CORE IDENTITY

*What is your organization's name?*

*Why is it named that?*

*What should your organization's name evoke for existing or potential customers?*

*As an organization, who are you?*

*What is your organization's purpose?*

*What do you do as a company?*

*What are your company's values?*

*Who are your customers?*

*Where are your customers located?*

*Ideally, how do you want to be perceived in the marketplace?*

*How would you describe your organization's personality?*

*What do you hope to achieve with your brand?*

*What's the primary image you want your brand to convey?*

*How can your brand help you achieve your goals?*

*Who is your "target audience"?*

*How do you think your brand can help reinforce your organization's offerings?*

*Who are your competitors?*

*What distinguishes you from your competitors?*

*What is it that makes you better than your competitors?*

*How can your brand help you best your competitors?*

*Overall, on a scale of 1–10 ("1" being "not very effective" and "10" being "highly effective"), how would you rate the effectiveness of your brand's core offerings?*

*What do you believe needs to change (if anything) to make your brand's core identity more effective?*

## VERBAL IDENTITY

Answer the following questions about the verbal qualities of your brand to help you assess whether improvements need to be made to your brand's messaging.

*How would you describe your brand's tone?*

*What is your brand's tagline?*

*Does your tagline work? Is it effective? Why or why not?*

*How would you sum up your brand's "elevator pitch" (i.e., 30-second explanation)?*

*What other "key messaging" does your brand offer?*

*What is your brand's value proposition?*

*What are your brand's main selling points?*

*What unique value do your customers receive from your products/services?*

*Overall, on a scale of 1–10 ("1" being "not very effective" and "10" being "highly effective"), how would you rate the effectiveness of your brand's verbal identity?*

*What do you believe needs to change (if anything) to make your brand's verbal identity more effective?*

## VISUAL IDENTITY

Answer the following questions about your brand's visual identity to help you assess whether improvements need to be made to your brand's visual presence in the marketplace.

*What is your organization's logo?*

*What imagery and verbiage is/isn't working in your logo? Why?*

*What is your company and logo's "color palette"? Is it as contemporary as you would like it to be?*

*What typography do you use in your brand? Why?*

*How well does your visual identity reflect your brand's personality?*

*How well is your brand reflected visually in the marketplace? How might it be improved?*

*How well does your brand differentiate you from the competition?*

*Ideally, what would you like your visual identity to communicate?*

# BRAND EVALUATION

Answer the following questions about your brand's visual identity to help you assess whether improvements need to be made to your brand's visual presence in the marketplace.

Overall, from what you've reflected on in this brand-audit process, how effective do you consider your brand to be? Why?

What opportunities do you think would help you improve your brand?

How will you track your brand's effectiveness in the marketplace? In other words, What are the key performance indicators (KPIs) you'll use to measure your brand's effectiveness?

How will you measure brand awareness in the marketplace?

How will you measure brand-related referral traffic?

How will you track your brand-related earned media value?

How will you compare that earned media value to your competitors'?

How will you measure your brand-related social media effectiveness?

What type(s) of customer research will you conduct to measure your brand's effectiveness?

What are your key takeaways from this brand audit?

What is your first action item to improve your brand?

## **DISCLAIMER**

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.