



## Branding Analysis Questionnaire

This branding analysis questionnaire is designed to give you quick and objective feedback about your current logo, brand design, and overall branding efforts. For each question below, read the statement and circle the number that best corresponds with your answer (1 = worst, 10 = best). Once you are finished with the answer, write the number in the score column.

1) When it comes to our business logo, I feel it **emulates who** we are and **what** we do.

1    2    3    4    5    6    7    8    9    10                      SCORE: \_\_\_\_\_

2) I feel **confident** we are poised for **growth** and can **attract** more prospects with our current branding

1    2    3    4    5    6    7    8    9    10                      SCORE: \_\_\_\_\_

3) Our business logo and brand design looks **fresh** and **updated** and reflects the **values** of our company

1    2    3    4    5    6    7    8    9    10                      SCORE: \_\_\_\_\_

4) I rate our current logo and brand design using the scale below (1 = amateur hour and 10 = top professional)

1    2    3    4    5    6    7    8    9    10                      SCORE: \_\_\_\_\_

5) In comparison to other businesses in my industry, our logo and brand clearly **stands out** and is **memorable**

1    2    3    4    5    6    7    8    9    10                      SCORE: \_\_\_\_\_

6) Our overall brand design invokes **confidence** that we are a **leader** in the industry we represent

1    2    3    4    5    6    7    8    9    10                      SCORE: \_\_\_\_\_

7) We have clearly defined **brand standards** for our business that identify all the brand elements including logo, color palette, patterns, textures, standalone logo and variations of our logo

1    2    3    4    5    6    7    8    9    10                      SCORE: \_\_\_\_\_



8) When I hand someone my business card for the first time, I feel **confident** they view me as a **top professional** in my industry.

1    2    3    4    5    6    7    8    9    10                      SCORE: \_\_\_\_\_

9) Our business brand has a **consistent** look and feel throughout all our brand assets including business cards, signs, print collateral, brochures, website, video, online marketing, etc.)

1    2    3    4    5    6    7    8    9    10                      SCORE: \_\_\_\_\_

10) **Someone** in our organization is **responsible** for making sure our **brand guidelines** are followed throughout all our marketing and advertising

1    2    3    4    5    6    7    8    9    10                      SCORE: \_\_\_\_\_

Now, tally your total points in the total score column.

**TOTAL SCORE:** \_\_\_\_\_

Using the chart below, rate the overall strength of your branding based on the following analysis chart.

Less than 50 points	I need help – My brand is in need of an overhaul
50 – 69 points	Our branding is disjointed and needs help. Some things in order, but we definitely need professional help with our brand design.
70 – 89 points	Our brand has some things going well, but overall we have room for improvement and probably need some help getting it buttoned up.
90 – 99 points	We’ve got this branding thing licked! The competition is quaking in their boots!
100 points	I’m an absolute genius and could teach a class on this stuff!

If you’re serious about **growing your business** and want your making an **impact** with your marketing, your **brand** is the *most crucial* part. Marketing **success** hinges on your **brand identity**.

For more information on how you to get a fresh and transformational brand design that **attracts new clients** and **confidently portrays** *who you are* and *what you do*, please contact Keech Media. We offer a complimentary discovery session that outlines our **proven brand design process** and associated costs for getting started.

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