



Brand Audit Checklist by Axies Digital

Score your brand in 15 minutes

Score your brand's clarity, emotional connection, distinctiveness, and cultural relevance.

1. Clarity & Consistence

Does your brand clearly communicate who you are, who it is for and why it matters?

- a. Brand feel vague, inconsistent or generic. No clear identity or target. (0 points)
- b. Some clarity - messaging exists but lacks focus or consistency across platforms (5 points)
- c. Clear consistent messaging across all touchpoints. Audience and purpose instantly understood (10 points)

2. Emotional Connection

Does your brand make people feel something meaningful?

- a. Cold corporate tone. No emotional reaction or memorable moments (0 points)
- b. Some emotional elements, but they feel accidental or inconsistent (5 points)
- c. Strong intentional emotional impact - audience feels inspired or reassured (10 points)

3. Visual Identity

Is your visual brand distinctive and consistent?

- a. Dull or generic visuals. Overuse of stock imagery. No clear visual system (0 points)
- b. Some visual identity elements are present, but inconsistent and forgettable. (5 points)
- c. Cohesive, bold visual identity. Easily recognisable even without the logo. (10 points)

4. Messaging & Story Telling

Is your brand story clear, emotional and customer focused?

- a. Feature - dumping. "We focused. No story or emotional narrative. (0 points)
- b. Some story telling but it lacks flow or connection to the customers world. (5 points)
- c. Clear narrative. Customers feel like insiders, they belonging and share values. (10 points)

5. Cultural Relevance

Is your brand engaged in the world you live in?

- a. Brand avoids culture and plays it safe. No opinions. No tension. (0 points)
- b. Some alignment with culture theme, but it feels reactive or surface level. (5 points)
- c. Strong POV. Brand contributes meaningfully to cultural conversations. Feels current and bold. (10 points)

6. Audience Connection

Are you building a tribe, not just targeting a demographic?

- a. No community feel. Messaging is broad or transactional. (0 points)
- b. A defined audience exists, but the brand doesn't foster real connection or identity. (5 points)
- c. Tribe - aware. Customers feel like insiders - messaging signals belonging and shared values. (10 points)

7. Internal Brand Alignment

Is your internal team living the brand?

- a. Disconnect between brand promise and internal culture or service. (0 points)
- b. Some internal understanding of brand, but not embedded in daily actions. (5 points)
- c. Brand is lived internally. Values shape service, culture and decision-making. (10 points)

8. Distinctive Brand Rituals

Do you create moments or experiences customers remember?

- a. No rituals. Every experience feels generic or replaceable. (0 points)

- b. Occasional moments of delight, but not branded or repeatable. (5 points)
- c. Clear rituals that feel magical and uniquely “you.” (10 points)

9. Proof & Social Validation

Are you building trust with real-world proof?

- a. No testimonials, case studies, or social proof. (0 points)
- b. Some proof elements, but underutilized or lack authenticity. (5 points)
- c. Strong, visible testimonials, case studies, awards, or press that reinforce brand belief. (10 points)

10. Iconography & Memory Triggers

Does your brand live in people's minds?

- a. No consistent icons, phrases, or associations. (0 points)
- b. Basic brand elements exist, but not strongly linked in memory.
- c. Clear icons, slogans, and emotional triggers that build mental availability.(10 points)

Total Your Score

- Score 0-30 - Brand Blur - You're blending in. Your brand lacks meaning, connection, and memorability.
- Score 35-65 - Brand Potential - You've got the parts, now refine and emotionally supercharge them.
- Score 65 - 100 - Brand Magnet - People feel you, remember you, and choose you with confidence.

What Next?

You've just taken an honest look at your brand—and that's not always easy. Whether you scored high or identified some gaps, the real value is in knowing where you stand.

A clear brand is foundational, but it's only part of the picture. How that brand shows up in search results, paid campaigns, and email inboxes determines whether people actually find you and connect with you.

If you're wondering whether your marketing is working as hard as your brand could allow it to, we'd be happy to take a look—no strings attached.

We offer a free straightforward marketing audit. It's a conversation, not a pitch. You'll walk away with clear insights, whether you work with us or not.

