



Brand Clarity Audit Kit

Clarity Check-In for Aligned, Confident Branding

✨ INTRO

Before you refresh your visuals or dive into a full rebrand, take a pause.

This self-guided audit will help you reconnect with the *heart* of your brand so that every design, word, and post reflects your true vision.

You'll walk through **5 core clarity checkpoints** that reveal what's working, what's feeling off, and where to fine-tune—both strategically and visually.

By the end, you'll have a clearer sense of what's aligned, what needs a little love, and what to do next to strengthen your brand presence.



SECTION 1: Brand Identity Check

Start with the foundation: your message and your mission.

These questions help you clarify your purpose, personality, and positioning—so your audience understands what you're all about.

1. What do you do (in 1–2 sentences)?



2. What do you want to be known for?



3. List 3–5 words that describe your brand's vibe or personality:



4. What transformation or value do you offer your clients?





SECTION 2: Visual Identity Audit

Are your visuals doing their job?

Use this checklist to review how well your brand's logo, color palette, and fonts reflect your style and values—and whether they're working cohesively across platforms.

Logo

- Clear and readable
- Works well in black & white or small formats
- Feels aligned with my brand tone

Colors

- I have a defined color palette (3–5 colors)
- Colors are used consistently everywhere
- Colors match the energy I want to convey

Fonts

- I stick to 1–2 main fonts
- Font style reflects my brand's personality
- Fonts are easy to read across web and print

SECTION 3: Website & Social Media Consistency

Your brand should feel like “you” wherever people find you.

Score each platform from 1 (not at all consistent) to 5 (very consistent) based on design, voice, and how up-to-date it is.

<u>Platform</u>	<u>Design Match</u>	<u>Voice Match</u>	<u>Consistent Updates</u>
Website	[]	[]	[]
Instagram	[]	[]	[]
Facebook/LinkedIn	[]	[]	[]
Email Signature	[]	[]	[]
Client Documents	[]	[]	[]



SECTION 4: Voice & Messaging

How does your brand *sound* to others?

Your tone and language should consistently express your values and personality, no matter the platform.

Is your brand voice...

Friendly Professional Inspiring Warm Bold

Something else: _____

Can you describe what your brand sounds like in a sentence?



Are your tone and language consistent across platforms?

[] Yes [] No [] Not sure (why or why not?)





SECTION 5: Client Resonance

How well is your brand connecting with the right people?

Your brand's visual energy and messaging should resonate with the audience you most want to attract.

What are your clients or followers saying about your brand?



Do your visuals, message, and energy attract the clients you want to work with?

- Yes
- Sometimes
- Not yet

Brand Alignment Score

After completing this audit, how aligned does your brand feel right now on a scale from 1 to 10?

1 = Scattered / unclear 10 = Confident, clear, and consistent

1 2 3 4 5 6 7 8 9 10

So, what now?

You've done the deep work - *now it's time to take action.*

You've identified what's aligned and what's falling flat. Even small, intentional tweaks can breathe new life into your brand. Whether you need a refreshed visual identity, clearer messaging, or just a confidence boost - we're here to support you.

✨ Let's bring your brand into full alignment:

👉 **Book a Brand Clarity Call**

👉 **Grab the Full *Ignite Your Brand* Guide**



Need help putting it *all* together?

Sometimes we know the pieces, but it's hard to see the big picture when we're in it. If you're feeling stuck or overwhelmed trying to connect the dots, we've got something special for you.

🌟 Custom Brand GPTs

We've created smart, supportive GPTs that guide you through short, simple questions - then pull your answers together into clear, aligned messaging or brand clarity summaries.

It's like having a creative co-pilot to help untangle your thoughts and bring clarity to your brand's voice, purpose, or vibe.

Let your ideas breathe, get unstuck, and see your brand more clearly than ever.

👉 **Get your Custom GPT here:** sparkartdesign.com/brandgpt

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