

BRAND ASSESSMENT

SECTION 1

Measuring Your Brand Channels

We've taken a hard look at each of your brand's channels, the different avenues through which the world might see and touch your brand. We've rated each channel on a scale from 0-3 and offered brief observations next to each. Not every channel is a fit for your brand. Where that's the case, we've marked that channel n/a.

Key Owned Channels		
Brand Channel	Observations	Score
Company Name		
Uniqueness		
"Brandedness"		
		Subtotal:
Logo		
Font choices		
Icon ("bug")		
Memorability		
Colors		
		Subtotal:
Website		
Speed		
User experience		
Mobile responsive		
URL		
Colors		
Imagery		
Layout		
Call to action		
Brand voice		
Case studies		
Video		
		Subtotal:

KEY OWNED CHANNELS TOTAL:

Secondary Owned Channels:

<i>Brand Channel</i>	<i>Observations</i>	<i>Score</i>
Collateral		
Business cards		
Stationery		
T-shirts		
Email signatures		
Proposals		
Sales sheets		
CSM collateral		
Subtotal:		
Brandscaping		
External		
Internal		
Subtotal:		
Social Media		
Social plan		
Facebook		
Linkedin		
Twitter		
Instagram		
Google+		
Pinterest		
YouTube		
Subtotal:		
Email Marketing		
Template		
Content		
Frequency		
Reach		
Subtotal:		
Blog		
Platform		
Content/plan		
Frequency		
Subtotal:		