

Visual Identity Audit Worksheet



STEP 1

What is the goal or purpose of this visual identity audit?

☐ REBRAND ☐ WEBSITE REDESIGN

EXPLAIN:

STEP 2

What are the strengths of your existing visual identity?

STEP 3

What are its weaknesses, pain points, limitations?

STEP 4

How would you rate the authenticity of your visual identity?

How well does it represent & express your brand, messaging, personality and design aspirations?

NOT AUTHENTIC AUTHENTIC

EXPLAIN:

STEP 5

How well does your visual identity stand out from your peers?

NOT REMARKABLE REMARKABLE

EXPLAIN:

STEP 6

Select all aspects from your brand you think should be revised or kept as-is

AS-IS REVISE

- | | | |
|--------------------------|--------------------------|---|
| ☐ | ☐ | Brand guide |
| ☐ | ☐ | Logo |
| ☐ | ☐ | Typography |
| ☐ | ☐ | Color |
| ☐ | ☐ | Graphics (patterns, shapes, textures) |
| ☐ | ☐ | Icons & illustrations |
| ☐ | ☐ | Photography |
| ☐ | ☐ | Videography |
| ☐ | ☐ | Digital use: email, social media, slide decks |
| ☐ | ☐ | Website |
| ☐ | ☐ | Physical & digital signage |
| ☐ | ☐ | |
| ☐ | ☐ | |
| ☐ | ☐ | |

STEP 7

What aspirations do you have for your visual identity going forward? (select as many that apply)

- ☐ **Refresh or redesign:** I want my organization to revision the desired elements for an updated look and feel while keeping what remains as-is.
- ☐ **Strive for design excellence:** I want my organization to revision the visual identity to achieve greater, more ambitious design quality & excellence.
- ☐ **Be consistent:** I want my organization's V.I. to have a well-documented design system or templates for consistent use across many applications.

OTHER / NOTES: