



CJ INK DESIGNS BRAND AUDIT GUIDE

Before you change the brand or identity, work out what actually needs changing.

A Brand Audit is a chance to look at how the business is showing up now, what is still working and where things may have fallen behind.

It is not about finding problems for the sake of it, and it does not automatically mean you need design work, branding or a rebrand either. Sometimes, the best strategy is to protect your existing brand equity rather than starting from scratch. The point is to make better decisions before changing anything.

Here are 7 areas I look at when reviewing a brand, starting with the business itself.

01 THE BUSINESS

Has your business moved forward?

Your services, clients, positioning, identity, offer or direction may have changed since the brand was created. My question to you is: does the brand still represent the business you are running today?

Look at:

- Services, offers and what you sell
- Clients, audience and who you want
- Positioning and how you're perceived
- Biz direction and where you're heading
- Offer, value and how it is presented
- What has changed since the beginning?

02 THE MESSAGE

Can your audience quickly understand what you do and why?

As the business changes, the way you explain it can fall behind too. Your message should still be clear, relevant and consistent across the places clients see it.

Look at:

- What you do
- Who you help
- Services
- Offers
- Key messages
- Tone of voice
- Calls to action
- Clarity across channels

04 CONSISTENCY & TOUCHPOINTS

Does your brand feel connected wherever people experience it?

A brand can look fine in one place and disconnected in another. The aim is for the key touchpoints to still feel like they belong to the same business.

Look at:

- Website and socials
- Physical presence
- Environmental branding
- Business documents
- Client materials
- Marketing assets and more

03 THE VISUAL IDENTITY

Does your brand identity still feel aligned with the business?

Your branding and visual identity should reflect where your biz is now, not just where it started. A thorough audit here helps reveal whether it works together as one recognisable system.

Look at:

- Logo suite
- Colour palette
- Typography
- Imagery
- Photography
- Supporting elements
- Layout and composition
- Visual hierarchy

05 BRAND ASSETS & SYSTEMS

Do you have what you need to use the brand properly?

A good brand system should make everyday use easier. You should know what files exist, where they are and how the main assets are meant to be used.

Look at:

- Master files
- Visual style guide
- Templates
- Guidelines
- Usage rights and access
- Font and asset licensing

06 USABILITY & CONTROL

Can you actually use the brand without fighting with it?

A strong brand should make day to day use easier. You should be able to find the right files, make simple updates and create everyday materials without rebuilding everything from scratch.

Look at:

- Ease of use
- Everyday templates
- Access to files
- Team or contractor use
- Design tool compatibility
- Time spent fixing things
- Making quick updates
- Overall reassurance

WHAT DID YOU NOTICE?

A Brand Audit is not about finding enough problems to justify a rebrand. The useful question is which gaps are actually costing you time, slowing work down, making the business harder to explain or getting in the way of an important opportunity. That is usually where the right change starts.

Sometimes that means a rebrand. Sometimes it means fixing a few important areas. The goal is to solve the right problem without throwing away what still has value.

07 WHAT SHOULD STAY?

Not everything needs changing, so what is already working?

A proper audit should protect the parts of the brand that still have value. Recognition, familiarity and existing brand equity can be worth far more than changing things just because they feel old.

Look at:

- Recognisable assets
- Strong visual elements
- Existing brand equity
- Client familiarity
- Useful systems
- What still feels right
- Trusted brand elements
- Things clients already know

Questions?

GET IN TOUCH

Not sure what's next?

SEE IF YOU QUALIFY

