



Your brand is far more than your company logo, it is a reflection of every aspect of your business. A healthy brand creates synergy and customer trust. An inconsistent brand produces doubt and disconnection. How healthy is your brand and your brand messaging? Fill out the appropriate boxes in the statements below and use the legend at the bottom to determine the vitality and effectiveness of your current brand.

## VISUAL BRANDING

Our logo brand was created by a professional design/branding agency:	Yes (1)	No (0)	
Our logo brand is reproducible in a single color or reversed out in white:	Strong (2)	Fair (1)	Poor (0)
Anyone looking at our logo can recognize what industry we are in:	Strong (2)	Fair (1)	Poor (0)
We have a clear and distinct logo tagline:	Yes (1)	No (0)	
Our logo and tagline typefaces are unique, modern and clean:	Strong (2)	Fair (1)	Poor (0)

## BRAND CONSISTENCY

We have a <b>brand standards guideline</b> * for our logo brand:	Yes (2)	No (0)	
Our marketing and messaging feature similar type styles, colors and visual elements as our brand:	Strong (2)	Fair (1)	Poor (0)
All of our public displays (fleet vehicles, exhibits, interior and exterior signage, etc) reflects the same visual brand consistency:	Strong (2)	Fair (1)	Poor (0)
We regularly check our advertising, internal communications and marketing to ensure brand standards are being met:	Strong (2)	Fair (1)	Poor (0)
Employees use our branding in their email signatures and all internal communications:	Yes (2)	No (0)	

## BRAND CULTURE

The attitude and philosophy of our company is reflected in our branding (colors, typefaces, tagline):	Yes (2)	No (0)	
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## BRAND PROTECTION

Our logo has been trademarked:	Yes (2)	No (0)	
Our tagline has been copyrighted:	Yes (2)	No (0)	
We feature a TM or ® directly on our logo brand:	Yes (2)	No (0)	

## CUSTOMER AWARENESS/QUALIFICATION

Potential customers can decide if we are a match for their business - based on our logo brand:	Yes (3)	Maybe (1)	No (0)
People recognize our logo mark, without our company name or tagline present:	Yes (2)	No (0)	
Customers looking at our logo can understand our <b>brand story</b> *:	Strong (2)	Fair (1)	Poor (0)

## BRAND TRANSCENDENCE

Our offices are clean and professional:	Strong (2)	Fair (1)	Poor (0)
Our employees are energetic, helpful and enthusiastic:	Strong (2)	Fair (1)	Poor (0)
Our employees can easily recite our mission statement, vision statement and <b>brand story</b> *:	Strong (2)	Fair (1)	Poor (0)

Add up the numbers in all the circles to determine your overall brand health.

### BRAND DIAGNOSIS

#### 28-39 | Your brand is **healthy**

Recommendation: Your brand is in strong shape and well expressed in the marketplace.

#### 15-27 | Your brand is **unhealthy**

Recommendation: Your brand is effective, but there are areas of improvement that could solidify your brand's market position and strength.

#### 0-14 | Your brand is **in triage**

Recommendation: Your brand requires critical additional thought. Consider reanalyzing your current brand and establishing a stronger visual, or firming up your standards.

\*A **Brand Standards Guideline** is a detailed book of guidelines for the look and use of your brand given to all parties responsible for brand implementation.

\*A **Brand Story** is the story VISUALLY communicated by your brand. Does your logo communicate a clear message?

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