

CHALLENGE
& DELIVER

SOVRN[®]

BRAND CLARITY CHECKLIST

7 Essentials Every Growth-Ready Business Needs

IS YOUR BRAND CLEAR?

- 1. Brand Positioning** YES NO
Can you clearly explain who you serve, how you help and why you're different?
- 2. Target Audience Fit** YES NO
Is your brand appealing to your ideal customers, not just anyone?
- 3. Internal Alignment** YES NO
Can your team describe the brand consistently and confidently?
- 4. Visual Identity** YES NO
Does your logo, colors and visual assets consistently reflect your personality and values?
- 5. Brand Voice** YES NO
Is your voice distinctive, consistent and aligned with your audience?
- 6. Website & Social Consistency** YES NO
Are your brand visuals and tone unified across brand platforms?
- 7. Messaging Framework** YES NO
Does your tagline, elevator pitch and website content speak directly to your target audience?

GREAT WORK STARTS WITH GREAT CONVERSATION.

Have a project you'd like to discuss? Let's talk.

Book a FREE 30 minute session to discuss your goals and see if we are a good fit.

BOOK A SESSION

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LET YOUR BRAND REIGN