



Brand Identity Snapshot

CLIENT

DATE

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2 Purpose & Method

This **Brand Identity Snapshot** is a streamlined evaluation tool to help assess the clarity, professionalism, and consistency of your brand across key touchpoints. Whether self-assessing or working with a brand consultant, this tool will help you identify opportunities for growth, quick wins, and long-term improvements.

HOW IT WORKS

The Snapshot focuses on **4 branding categories**, each with **5 brand elements**. Each element is scored from **1 to 5**, with 5 representing excellence. The total possible score is **100 points**. Use the "Notes" column to jot down observations, ideas, or immediate fixes.

SCORING SCALE (PER ITEM)

1 = Poor • 2 = Needs Work • 3 = Adequate • 4 = Strong • 5 = Excellent

3 Branding Categories



VISUAL IDENTITY

Your brand's visual identity includes your logo, colors, typography, packaging, signage, and all other visual elements. It's the first impression people have of your brand and plays a critical role in creating recognition and trust.



SOCIAL MEDIA

This category measures your brand's activity, presence, and performance across social media platforms. It looks at both how well your brand shows up and how effectively you engage your audience.



WEBSITE

Your website is the digital home of your brand. It should reflect your identity clearly, offer a smooth user experience, and serve as an effective tool for both communication and conversion.



BRAND STRATEGY

This is the foundation that informs all other areas of branding. It includes your positioning, message clarity, internal alignment, and understanding of your target market.

4 Visual Identity



ELEMENTS	SCORE (1-5)	NOTES
Logo & Core Brand Assets		
Typography & Color Palette		
Marketing Collateral		
Packaging & Signage		
Supporting Visuals		
SUBTOTAL (OUT OF 25)		

5 Social Media



ELEMENTS	SCORE (1-5)	NOTES
Platform Presence & Branding		
Content Quality & Relevance		
Visual Consistency		
Engagement & Community Management		
Posting Frequency & Optimization		
SUBTOTAL (OUT OF 25)		

6 Website



ELEMENTS	SCORE (1-5)	NOTES
User Experience & Navigation		
Mobile Responsiveness		
Content & Messaging Quality		
Visual Branding Consistency		
SEO, Analytics, & Accessibility		
SUBTOTAL (OUT OF 25)		

7 Brand Strategy



ELEMENTS	SCORE (1-5)	NOTES
Positioning & Differentiation		
Target Audience Clarity		
Brand Story & Messaging		
Internal Team Alignment		
Value Proposition		
SUBTOTAL (OUT OF 25)		

8 Your Score



TOTAL SCORE (OUT OF 100):

SCORE	INTERPRETATION	
91-100	BRAND ROCKSTAR	Great job! Your brand identity is well-defined, consistent, and high-performing. You've done the hard work of aligning strategy, visuals, messaging, and experience. Maintain the momentum and fine-tune as your market evolves.
76-90	HIGH POTENTIAL	Nice. You're operating with a solid brand foundation and strong execution in most areas. A few targeted upgrades could significantly increase clarity, conversion, and cohesion.
51-75	WARNING SIGNS	While your brand is functional, inconsistencies and weak areas may be undermining trust, confusing customers, and stalling growth. This score indicates the need for professional improvements before larger problems emerge.
26-50	BRAND IN CRISIS	Ouch! Major gaps in your branding are likely damaging credibility, diluting your message, and causing missed opportunities. Customers may struggle to understand or connect with your business. Strategic intervention is critical to remain competitive.
0-25	URGENT OVERHAUL NEEDED	Danger! Your brand identity is fragmented or virtually nonexistent. Every touchpoint likely requires attention. If left unaddressed, this could lead to ongoing customer confusion, revenue loss, and brand irrelevance. A complete rebranding is strongly recommended.

9 Summary & Action Steps

Use this space to reflect on your scores and document a clear path forward. Identify key opportunities, highlight small wins you can achieve quickly, and outline the larger strategic initiatives that will help evolve your brand over time. This becomes your personalized action plan—ideal for sharing with your team or using as a roadmap for professional support.

TOP 3 OPPORTUNITIES FOR IMPROVEMENT

- 1.
- 2.
- 3.

QUICK WINS YOU CAN TACKLE NOW

-
-

LONGER-TERM PROJECTS TO PRIORITIZE

-
-

10 Turning Insights Into Impact

You've completed your Brand Identity Snapshot—great work!

This assessment has given you a clear picture of your brand's current strengths and the areas that need attention. Here's how to use your results to move forward with clarity and confidence:

1. REVIEW YOUR SCORES THOUGHTFULLY

Look at the categories and individual elements where you scored lower. Are there recurring themes—like inconsistent visuals, unclear messaging, or a confusing user experience? These patterns reveal where your brand may be underperforming or causing friction.

2. PRIORITIZE AREAS WITH THE BIGGEST IMPACT

Start with changes that can deliver the most immediate value, like improving your website's user experience or clarifying your brand's value proposition. Small, strategic shifts can build momentum and boost credibility quickly.

3. BRING IN YOUR TEAM

Share your results internally so that leadership, marketing, and design teams are aligned. Use this as a conversation starter to rally everyone around shared brand goals and ensure your identity is consistently represented.

4. DEVELOP AN ACTION PLAN

Use the Summary & Action Steps section to outline your next moves. Whether you're refreshing your visuals, rewriting website content, or refining your brand story, breaking it down into phases will help make implementation manageable.

11 Consider a Deeper Dive

CLARITY FIRST...CUSTOM SOLUTIONS NEXT

This quick snapshot gives you a high-level look at where your brand stands, but deeper clarity and actionable steps lead to results. This is where Unity Design comes in. We offer high-quality, strategic branding and design tailored specifically to your unique situation and goals.

The process starts with our **Brand Discovery Sprint**—a focused 2.5 hour interview session designed to cut through the noise and bring clarity to your brand. The Sprint goes beyond assessment. It's a hands-on strategic process that both diagnoses and prescribes—bridging the gap between “thinking” and “doing.”

Together, we'll uncover your goals, challenges, and opportunities, then map out the smartest way forward. You'll walk away with:

- **Professional recommendations**
- **A tailored scope of work**
- **Transparent pricing**

If we move ahead, your Sprint fee is applied to the project. If not, you'll still leave with valuable strategic insights you can use right away.

SCHEDULE AN INTRODUCTORY CALL

If you're ready to bring focus and momentum to your brand, we'd love to talk. Book a free 15-minute introductory call at unitydesign.com/start to share your goals, challenges, and vision. From there, we'll determine whether the Brand Discovery Sprint is the right starting point for your brand journey.

12 Brand Element Definitions

VISUAL IDENTITY

Logo & Core Brand Assets

Your primary logo and any alternate versions or icons that make up your identity. These should be professional, distinctive, versatile, and appropriate for your industry, audience, and personality.

Typography & Color Palette

The fonts and colors that consistently express your brand's personality and tone.

Marketing Collateral

Print or digital materials such as business cards, brochures, flyers, and presentations.

Packaging & Signage

Product packaging and any physical brand displays such as storefronts or banners.

Supporting Visuals

Photography style, icon sets, textures, illustrations, or any other visual components that reinforce brand consistency.

SOCIAL MEDIA

Platform Presence & Branding

Whether your brand is represented professionally and consistently across key platforms.

SOCIAL MEDIA (CONTINUED)

Content Quality & Relevance

The value, creativity, and alignment of your content with your brand voice and audience needs.

Visual Consistency

Use of brand colors, fonts, logos, photography, and layouts that create a recognizable identity.

Engagement & Community Management

How well your brand interacts with followers and responds to feedback.

Posting Frequency & Optimization

How often you post and whether your timing, captions, and hashtags are optimized for each platform.

WEBSITE

User Experience & Navigation

How easily users can find what they need. Logical menus, intuitive layout, and clear calls-to-action matter here.

Mobile Responsiveness

Whether your site performs and looks good on smartphones and tablets.

Content & Messaging Quality

How well your copy communicates what you do and why it matters.

Visual Branding Consistency

Alignment of the website's design with your overall brand identity.

WEBSITE (CONTINUED)

SEO, Analytics, & Accessibility

Search engine friendliness, data tracking capabilities, and usability for all people, including those with disabilities.

BRAND STRATEGY

Positioning & Differentiation

Clarity around what sets you apart in the market.

Target Audience Clarity

A clear understanding of who your ideal customer is.

Brand Story & Messaging

The narrative and language used to communicate your mission, values, and offerings.

Internal Team Alignment

Whether your internal team understands and reflects your brand.

Value Proposition

A concise and compelling explanation of the core benefit your brand delivers.

13 About Unity Design

WHO WE ARE

Unity Design is a strategic branding and design agency led by Upton Ethelbah III, an award-winning brand identity designer with decades of experience helping purpose-driven businesses and organizations enhance their brand's credibility, attract customers, and stand out in a competitive market.

WHAT WE DO

Our mission is to make high-quality branding accessible, helping passionate founders and growing businesses connect with their ideal customers by clarifying their message and improving how they're perceived—without big agency overhead. Our services include:

- **Brand Strategy**
- **Visual Identity**
- **Website Design**
- **Social Media**
- **Marketing Collateral**
- **Packaging Design**

WHY IT MATTERS

Strong branding isn't just a nice-to-have—it's your business's first impression, ongoing reputation, and competitive edge. We believe every great business deserves branding that reflects its true value.

LET'S WORK TOGETHER

We hope you found this brand identity snapshot helpful! Whether you completed it independently or with professional guidance, it's just the beginning. If you're ready to take the next step in creating or strengthening your brand identity, we'd love to help. Book a free introductory call or explore more of our work at unitydesign.com.