

[ CHECK LIST 001 : How healthy is my brand? ]

Questions will refer to “you” as your company or service

-If people had a simple, 1 sentence thought that came to mind when they thought of you, what would you want it to be?

-Is this thought simple and easy to remember? Is it true and able to be carried out? Will people believe it?

-What expectations do your clients/customers have of you?

-On a scale of 1-10, how simple & easy to pronounce is your name? In person & over the phone, how easy is it to tell someone your web URL?

-If our minds process shape first, color second, & content third, how clear and easy to comprehend is your logo’s shape, and how simple/consistent is your brand’s color and font strategy?

-What are the ways that people are reminded of the meaning of your brand when they see your: business cards, website, other points of contact?



[ Call 612-229-6618 or email to grab a coffee and review what you discovered through this exercise ]