



Brand Clarity Checklist

Is your brand doing the heavy lifting or just getting by? This checklist will help you uncover what's working, what's unclear and where to focus next.

Answer the 15 questions below, manually or digitally.

Part 1: Message Clarity

1. I can clearly explain what my business does in one sentence..... [☐ Yes [☐ No
2. My brand has a defined tone or personality..... [☐ Yes [☐ No
3. Our messaging speaks directly to our ideal customer's needs..... [☐ Yes [☐ No
4. Everyone on my team communicates the same brand message..... [☐ Yes [☐ No
5. My elevator pitch feels aligned with our visuals and website..... [☐ Yes [☐ No

Part 2: Visual Identity

1. Our logo, colors, and fonts are consistent across all platforms..... [☐ Yes [☐ No
2. Our visuals reflect the quality and values of our brand..... [☐ Yes [☐ No
3. We use custom graphics, photos, or visuals (not just stock or AI)..... [☐ Yes [☐ No
4. Our brand style guide is up to date and being used..... [☐ Yes [☐ No
5. People recognize our brand by look or feel—without seeing the logo..... [☐ Yes [☐ No

Part 3: Customer Connection

1. We understand our audience's biggest pain points and goals..... [☐ Yes [☐ No
2. Our brand voice is human and approachable—not overly generic..... [☐ Yes [☐ No
3. Our website and marketing materials speak more about them than us... [☐ Yes [☐ No
4. Our social content feels on-brand and consistent..... [☐ Yes [☐ No
5. We regularly ask for and use customer feedback..... [☐ Yes [☐ No

Count how many “YES” answers you had for each section:

Part 1: Message Clarity = _____

Part 2: Visual Identity = _____

Part 3: Customer Connection = _____

TOTAL YES ANSWERS = _____

13–15 Yes..... You're in great shape! Just keep refining and adapting.

9–12 Yes..... You've got a strong foundation, but there's room to level up.

5–8 Yes..... Time to dig deeper into strategy and consistency.

0–4 Yes..... Let's build (or rebuild) from the ground up with clarity.

We are here to help you get Yeses!

Let's schedule a time to talk.
Email me with some times
that work for you:
holly@wolfedesignstudio.com

I look forward to learning
more about your brand!