

Brand Audit Worksheet

Capture evidence across leadership, audiences, assets and operations.

Prepare individually. Align together.

HOW TO USE THIS RESOURCE

A structured working document

Complete the relevant sections before a shared review. Distinguish observed evidence from assumptions, identify the decision owner and record what must be resolved before work begins.

01 / LEADERSHIP ALIGNMENT

Leadership alignment

Evidence, decisions, owners and unresolved questions

NOTES

02 / AUDIENCE UNDERSTANDING

Audience understanding

Evidence, decisions, owners and unresolved questions

NOTES

03 / COMPETITIVE DISTINCTION

Competitive distinction

Evidence, decisions, owners and unresolved questions

NOTES

04 / IDENTITY CONSISTENCY

Identity consistency

Evidence, decisions, owners and unresolved questions

NOTES

05 / EXPERIENCE GAPS

Experience gaps

Evidence, decisions, owners and unresolved questions

NOTES

06 / OPERATIONAL FRICTION

Operational friction

Evidence, decisions, owners and unresolved questions

NOTES

07 / GOVERNANCE RISK

Governance risk

Evidence, decisions, owners and unresolved questions

NOTES

NEXT STEPS

Turn preparation into an accountable brief

Review the completed resource with the people responsible for the decision and delivery. Agree the priority question, evidence gaps, approval pathway and immediate next step.

This resource provides general planning guidance. It is not legal, financial, regulatory or accessibility advice.

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