

 CLIQUE\* | THE BLUEPRINT

THE ULTIMATE  
*Brand Audit*  
CHECKLIST\*

**CLIQUE\***  
The Collective



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## Why is branding important?

If you're reading this, then you already took the first step towards growing your business and improving the key aspects necessary to revolutionise the way you present yourself to your audience.

Good branding is your business' identity. It's the value, purpose and unique "je ne sais quois" that will set you apart from competitors. It's the visual that establishes a memorable and trustworthy presence, and foster an emotional and loyal connection with your customers. A well-crafted brand identity not only differentiates you from competitors but also shapes perceptions, influencing purchasing decisions and brand loyalty.

By working through our **Ultimate Brand Audit Checklist**, you will be able to identify what you have, what you don't have, and most importantly, **what you need**.



# Brand Checklist

<b>CLEAR VISION</b>	Does your branding reflect a compelling and consistent vision that aligns with your business goals?	<input type="checkbox"/>
<b>COLOUR PALETTE</b>	Are you using a harmonious colour scheme that resonates with your brand's personality?	<input type="checkbox"/>
<b>LOGO LOVE</b>	Is your logo recognisable, memorable, versatile, and representative of your brand identity?	<input type="checkbox"/>
<b>UNIQUE VOICE</b>	Does your brand's messaging communicate a distinct tone that sets you apart from the crowd?	<input type="checkbox"/>
<b>TARGET AUDIENCE</b>	Are you speaking directly to your ideal customers through your branding, social media and products?	<input type="checkbox"/>
<b>VISUAL CONTENT</b>	Are your visuals high-quality, relevant, and telling a captivating story?	<input type="checkbox"/>
<b>CONSISTENCY</b>	Is your branding consistent across all platforms, from social media to packaging?	<input type="checkbox"/>
<b>COMPETITIVE EDGE</b>	Does your branding highlight what makes you better than your competitors?	<input type="checkbox"/>
<b>CONNECTION</b>	Is your branding evoking an emotional connection that resonates with your audience?	<input type="checkbox"/>
<b>ADDING VALUE</b>	Is your unique value proposition crystal clear in your branding and marketing?	<input type="checkbox"/>
<b>TRUST IS A MUST</b>	Does your branding establish an aura of trust and credibility?	<input type="checkbox"/>
<b>ENGAGEMENT</b>	Are you encouraging two-way communication with your audience on socials & other channels?	<input type="checkbox"/>
<b>KNOW YOUR TRIBE</b>	Have you identified and understood your ideal customers' needs, desires, and pain points?	<input type="checkbox"/>
<b>ONLINE PRESENCE</b>	Is your website user-friendly, responsive, and in line with your brand identity?	<input type="checkbox"/>
<b>SOCIAL SLAY</b>	Are your social media profiles active, engaging, on-brand and cohesive?	<input type="checkbox"/>
<b>STORY MAGIC</b>	Are you weaving a compelling brand story that captures attention and brand loyalty?	<input type="checkbox"/>

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<b>FILTER FLAIR</b>	Are you using a consistent filter or style for your images?	<input type="checkbox"/>
<b>PACKAGING</b>	Is your product packaging in line with your brand's aesthetics and your target audience?	<input type="checkbox"/>
<b>VALUE DISPLAY</b>	Is the value you offer evident in every piece of branding?	<input type="checkbox"/>
<b>FLEXIBILITY CHECK</b>	Can your branding adapt to different mediums without losing its essence?	<input type="checkbox"/>
<b>TAGLINES TALK</b>	Does your tagline stick in people's minds?	<input type="checkbox"/>
<b>EMPLOYEE CHECK</b>	Do your employees understand and embody your brand and its values?	<input type="checkbox"/>
<b>ANALYTICS</b>	Are you measuring the effectiveness of your branding efforts on all platforms?	<input type="checkbox"/>
<b>GLOBAL APPEAL</b>	Is your branding culturally significant enough for a diverse audience?	<input type="checkbox"/>
<b>FEEDBACK LOOP</b>	Are you actively seeking and implementing customer feedback through social media and other channels?	<input type="checkbox"/>
<b>EVOLUTION READY</b>	Is your branding designed to grow with your business?	<input type="checkbox"/>
<b>COLLABORATIONS</b>	Are you seeking partnerships with other influencers & companies? Do they align with your brand's values?	<input type="checkbox"/>
<b>PHOTO PERFECTION</b>	Are your images Instagram-worthy and on-brand?	<input type="checkbox"/>
<b>NEED A NICHE?</b>	Are you branding yourself as the expert in your field? Does your audience feel like it was specifically made for them?	<input type="checkbox"/>
<b>COMMUNITY</b>	Are you connecting and engaging with your audience and establishing a community based on your brand values?	<input type="checkbox"/>
<b>CELEBRATE</b>	Are you commemorating milestones with your audience?	<input type="checkbox"/>
<b>INNOVATION</b>	Are you pushing boundaries and infusing innovation into your branding and social media?	<input type="checkbox"/>



# WHO IS SHE??

**Hey bestie!** We're **Clique the Collective**. We're a group of successful, passionate, and sh\*t-hot women who love seeing other women thrive spiritually, mentally, and professionally. We realised that there were countless women out there, just like us, who were STARVED for success and claiming their power in every aspect of their lives. We noticed that there was this common narrative associated with women in business that either made women feel like they had it twice as hard because they were women; or that they will never be taken seriously in a world that was supposedly made for men.

**We simply don't fuck with that mindset.** Why should we feel like being a woman holds us back, when our feminine energy should be seen as a powerful catalyst to tap into to get us EXACTLY what we want and when we want it? If the world was made for men, who else could possibly run it better than women? We want to teach and empower other women to dominate the business industry by tapping into their feminine energy, helping them build their empire and utilising their natural leadership skills in a way that demands respect and cashes those checks.

**You have no idea how powerful you are, let us show you.**





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*#youcansitwithus*

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