

BRAND CLARITY

Brand Clarity Checklist

A fast pressure test for recognition, credibility and digital presence.

Clarity before cosmetics.

A stronger identity is useful when it helps people recognize the business, understand the promise and know what action to take. Use this checklist to find where the brand is losing signal.

01 POSITION

Can a customer explain what you do, who it is for and why it matters after one visit?

02 CONSISTENCY

Do the website, social presence, packaging, signage and sales materials feel like the same company?

03 TRUST

Do the details - photography, copy, responsiveness, proof and polish - match the level of business you want to become?

Questions worth answering.

- 01 What should people remember after seeing the brand once?

- 02 Which touchpoint currently feels weakest?

- 03 What do customers repeatedly misunderstand?

- 04 Where does the brand look smaller than the business actually is?

- 05 What proof can the brand show instead of merely claim?

NEXT STEP

Use the answers to decide whether the next move is a focused refresh, a broader evolution or a full identity system.