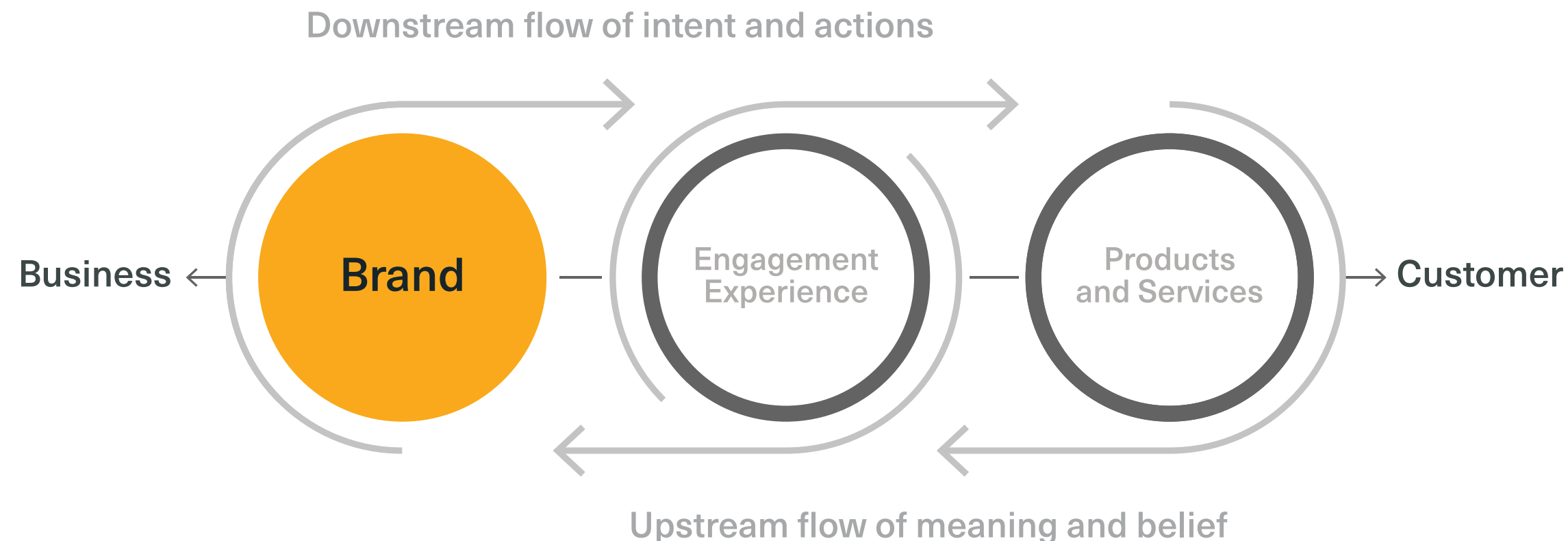


# Brand Health Checklist



# Why is branding critical?

Your brand is the interface between your offer and your audience – it describes who are you, what do you do, and why it matters. **Without an effective brand, everything is harder, and costs more.**



A brand is a compelling, differentiated tool that makes selling, recognition, communication and adoption simpler and more effective from day one, and increases in value the more it's used.

# Do you have an effective brand?

Check and score your brand against these five pillars – one check equals one point.

## Who You Are

- ☐ Have you clearly defined the deeper reason your organisation exists?
- ☐ Do you have non-negotiable principles that guide all behaviour?
- ☐ Can you describe your brand as if it were a person?
- ☐ Is there a single idea that summarises you at your core?
- ☐ Do leaders and teams describe the brand consistently?

☐ Your score

## What You Do

- ☐ Can you explain what you offer in one clear sentence?
- ☐ Are offerings clearly structured, named, and easy to understand?
- ☐ Are there clear examples, credentials, or evidence behind your claims?
- ☐ Do you understand the key moments where your brand must deliver?
- ☐ Are you delivering the same experience whenever people encounter you?

☐ Your score

## Why It Matters

- ☐ Do you know what your customers care about and why?
- ☐ Have you articulated the outcome you reliably deliver?
- ☐ Beyond function, how does your brand make people feel?
- ☐ Is there a meaningful reason people should choose you over alternatives?
- ☐ Does your brand connect to real needs today and anticipate tomorrow?

☐ Your score

## Expression

- ☐ Logo, colour, typography, imagery rules – are they coherent and intentional?
- ☐ Do you have clear messaging with a distinct tone of voice?
- ☐ Can you communicate your origin story, mission, and impact clearly?
- ☐ Do you have a practical playbook that people actually use?
- ☐ Are everyday assets (presentations, proposals, socials) consistent?

☐ Your score

## Implementation

- ☐ Have you reviewed your website, sales materials, socials, signage, etc.?
- ☐ Do employees know how to live the brand?
- ☐ Are you tracking brand health, sentiment, clarity, and experience quality?
- ☐ Who is responsible for managing the brand over time?
- ☐ Are you continuously improving based on feedback and performance?

☐ Your score

If you scored below 20 total, or under three in any one pillar, your brand is not doing the job you need it to.

**Sounder provides the insights, strategies, and identities that help brands uncover, articulate, and communicate their value.**

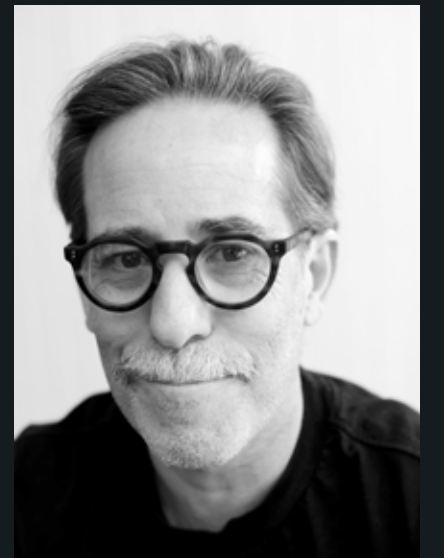
Sounder combines leading data driven methodology with emotional intelligence to create award winning brands that provide enduring competitive advantage for challenging markets.

Based in Australia, Sounder works with clients around the globe that include cultural institutions, not-for-profits, private and public corporations, lifestyle brands and tech start-ups.

Sounder's experience encompasses every part of the branding process including strategy, naming, trade mark and identity design, and digital experience development.

**Sounder is led by Gary Schmidt.**

A creative professional with over 30 years experience in design and branding, Gary has lectured on branding, typography, signs and symbols.



The quality of his work has been recognised extensively locally and abroad, receiving over 30 peer awarded accolades including Best Agency and Best Brand of the World for 2019/20 in the WOLDA Best Brand Awards.