

NEW KIND

Brand Assessment

Welcome to this worksheet! After completing the brand assessment, the questions below will help you make progress toward an even stronger brand.

PURPOSE

Your purpose is the foundation of your brand. It's articulated through your mission, vision, values, and story. Your purpose is like a North Star for your organization, helping you make the most important decisions about your future.

At the highest level, why does your organization exist? What's the core problem it solves?

When a potential customer lands on your website, what's the *one thing* you want them to remember?

POSITIONING STRATEGY

Your positioning strategy captures what makes your organization *desirable* to customers and *different* from your competitors. Consider how long it would take a customer to find an alternative to what you offer. If you're difficult to replace, you're well differentiated.

Test your positioning—fill in the blanks of the following sentence:

**Our [offering]
is the only [category]
that [benefit]
for [audience].**

List your top 3 competitors:

- 1.
- 2.
- 3.

What would your customers say makes your organization different from your competitors? First, list as many ideas as you can. Then circle the top 3-5 differentiators from your list.

VISUAL STRATEGY

Your visual strategy is an extension of the foundational elements of your brand. Your visual identity can tell your story in an instant, and make your organization more memorable.

Finish the following sentence: My organization's logo communicates _____.

Which visual elements represent your organization best? Consider colors, typography, illustrations, photography, etc. that are used on the websites and brand materials.

In the future, what *feeling or attitude* do you want your organization's visual identity to evoke?

ADDITIONAL RESOURCES

[Learn to write the perfect mission statement](#)

[Get tips for defining your company's values](#)

[Read an open source approach to company vision](#)

[See how to conduct research to connect with your audience](#)

[Master your brand voice in 3 steps](#)

[See how one phrase can guide your entire visual strategy](#)

[Learn why your brand should align story and design](#)