

Brand Clarity Checklist

By Ashley Beggs | Brand Consultant

*Ask yourself – “Is My Brand Telling the Story I Think It Is?”
A brand isn't your logo. It's how people feel about you when you're not in the room.*

1. Story

- ☐ I can explain my brand in one sentence that anyone would get.
 - ☐ My story is about the customer's journey, not just my product.
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2. Audience

- ☐ I know exactly who I'm speaking to (not “everyone”).
 - ☐ I have a profile of my ideal client written down.
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3. Identity

- ☐ Our logo, fonts, and colours are consistent across all channels.
 - ☐ We have branded templates for proposals, posts, and presentations.
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4. Voice & Messaging

- ☐ Our copy sounds human, not corporate.
 - ☐ We repeat a core message that people remember.
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5. Content & Proof

- ☐ We've captured authentic stories, photos, and testimonials.
 - ☐ Our brand assets are stored and easy to access.
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6. Platforms

- ☐ Our website tells the story clearly in under 30 seconds.
 - ☐ Our social media matches our brand strategy.
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7. Action & Impact

- ☐ Every piece of content points to the next step for the customer.
- ☐ Our brand provokes trust and action, not just “likes.”



Tip from Ashley

If your audience can't *repeat your story back to you*, your brand isn't clear yet.
Let me hear your Brands story and feedback how I understand it.

Book a free call - [Let's Start Building](https://www.ashleybeggs.co.za)