



the  
pet industry



# BRAND AUDIT GUIDE

You're pawesome! Thanks for downloading this FREE brand audit guide – a fun and thoughtful exercise that asks some inspiring questions, celebrates your brand's accomplishments and helps you gain clarity on what's next.

Complete the following worksheet to the best of your ability, being as thorough and detailed as possible. Feel free to make this a collaborative exercise amongst any applicable business 'pawtners' you may have.

Once you have finished We would love to hear how it went!  
Email [info@sniffdesign.com](mailto:info@sniffdesign.com) to schedule a free 30 minute call.

Let's discuss your results and how you can implement them into your current brand or re-branding efforts.





## 1. CORE VALUES

**Name 3 core values your brand/company has:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Imagine it is 5 years from now, and your business has, for the most part, progressed according to plan. What are you or other team members saying about your pet brand? What has been accomplished? What does your company represent to users or customers?

**What we've accomplished:**

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**What people are saying:**

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Now, complete the sentence as you wish the ideal user would when they are talking to their peers:

“ [insert your company name here] *is fantastic when it comes to* \_\_\_\_\_ .

*You should use their service/product because they* \_\_\_\_\_ ”



## 2. TARGET AUDIENCE

Who is the ideal pet parent, customer, or client for your pet business? Complete the following to define your ideal customer 'pawsona'. Be as specific as possible - as if you are describing only one person. If there is more than one applicable ideal customer persona, complete a persona for each.

**Persona Name:**

**Title** (ie 'Busy Working Pet Parent' or 'Young Professional') :

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**Age:** \_\_\_\_\_ **Gender:** \_\_\_\_\_ **Location:** \_\_\_\_\_

**Objective for using or engaging with your business**

(Why are they paying attention to your brand):

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**Hobbies** (Where can you find them after work or on a Saturday afternoon?) :

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**Values** (What is important to this person? What do they focus on?):

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**Do you have a clear definition of who your target consumers are?**

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**Do you have a clear understanding of how your pet product or service differentiates you from competitors?**

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### 3. BRAND AESTHETIC

#### VISUAL IDENTITY & DESIGN

Complete the following questions for your brand and business as it stands today. It may be beneficial to have two recent examples of your brand collateral on hand to reference during this exercise.

**Does your business have more than one version of a logo currently in use?**

If so, describe each version that a customer or potential customer could encounter.

YES     NO \_\_\_\_\_

\_\_\_\_\_

**Is your logo a custom design specifically for your brand?** Or is your logo based off a purchased (or free) design template?

\_\_\_\_\_

**What thought processes or decisions were made that led to your current logo?** What does it represent to you and to a potential customer?

\_\_\_\_\_

\_\_\_\_\_

**Apart from your logo, what design elements are currently supporting your brand?** Are there visual patterns, images, colours, or hierarchies that are consistently used?

\_\_\_\_\_

\_\_\_\_\_

**If I (a designer), were to remove the logo from your current brand collateral** (brochure, website, business cards etc) and reach out to your current audience, **would that audience still be able to identify it as your brand? Why or why not?**

\_\_\_\_\_

\_\_\_\_\_

**Have you researched a variety of brands (in and out of the pet industry)** to use as inspiration for the look and feel of your own brand?

\_\_\_\_\_



## 4. SECRET COUPON

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