

Author Brand Identity Evaluation Form

Author Information

Name

Email

Website/Social Link

Brand Essence

What is your brand's mission?

List your core values

Describe your target audience

Visual Identity

Do you have a logo?

Describe your visual style (typography, layouts, etc.)

Voice & Tone

Describe your brand voice

How do you wish your audience to feel?

Brand Consistency

Which channels do you use for your brand?

Do you maintain consistent messaging across channels?

Brand Goals

What are your brand goals in the next 12 months?