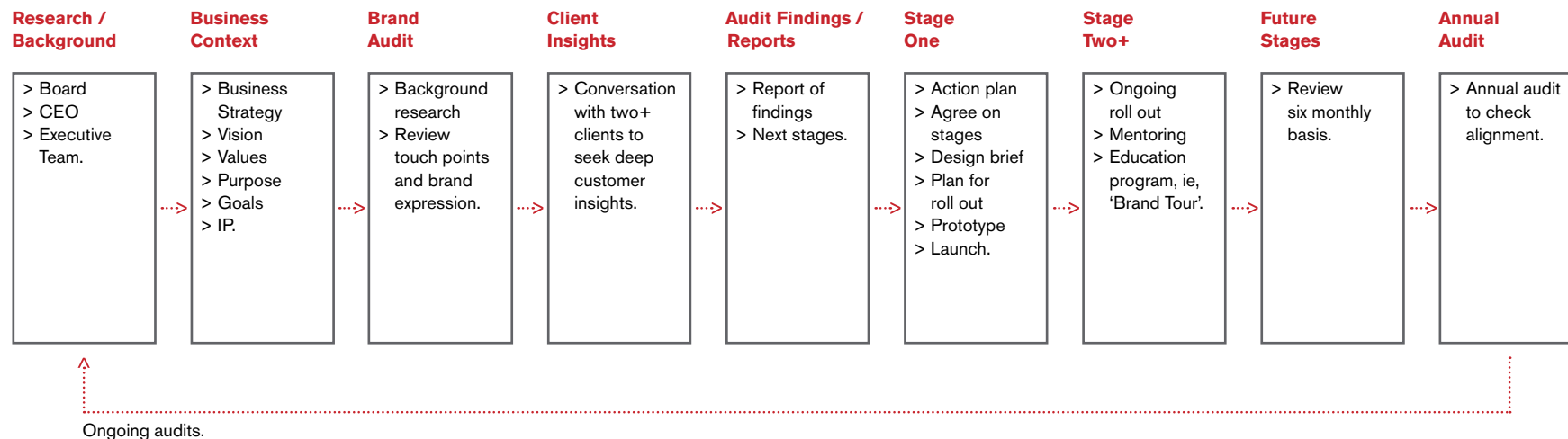


The Process—Flow Chart



Audit Findings / Report

We provide an independent report assessing your brand's visual identity against the organisation's business strategy, brand values, and vision. We also provide a competitor analysis to benchmark your brand and identify any competitive advantages.

Our audit includes a catalogue of your current visual branding. Whether it be your stationery or your signage, office interiors and architecture, apparel, websites, products, services, uniforms, marketing collateral, or advertising materials—they are all integral client touch points that communicate your business strategy and brand message to your audience.

- > Business strategy, business plan, and marketing plan
- > Brand identity standards and systems
- > Brand plans and creative briefs
- > Brand positioning research
- > All marketing collateral, products, and other touch points.

Assessment of Legal Risks

Brand Audits reports consider brand trademark issues related to your brand. In consultation with a specialist intellectual property (IP) lawyer, we check on the ownership of your IP including logo, tagline, and imagery used to represent your brand.

Action Plan

Any gaps between the business strategy and its visual translation are identified. Brand Audits provides whole-of-business solutions and an action plan for addressing these gaps, revitalising the brand, and implementing your brand story. Our solutions help you ensure every 'customer touch point' incorporates exception design aligned with the business strategy.

Brand Audits will also advise on developing a design brief and the selection of the right design agency to reinterpret your brand.

Mentoring and Education Program

Our service includes an on-going mentoring service and education program. Our services help build your in-house branding capability. We work with your executive team so that they can successfully integrate design into every aspect of the brand.