

Self-Audit

Is Your Brand Pretty or Functional?

5-Minute Self-Audit for Small Business Owners

Let's be honest — pretty brands don't pay the bills. Functional brands do.

Your logo, website, and social media might look amazing, but are they doing their job? This 5-minute audit helps you see if your brand is built to attract, engage, and convert — or if it's just sitting there looking good.

Your Logo

- My logo clearly reflects what my business does.
- It looks professional and works well in different sizes (social media, print, website).
- My logo colours align with the emotions or values I want my brand to evoke.
- My logo is part of a bigger identity — not just a pretty picture.

Your Visual Identity

- I have consistent fonts and colours across all platforms.
- I use branded templates or guidelines to keep things cohesive.
- My visuals feel connected — people can recognise my brand instantly.
- My visuals look professional and intentional (not rushed or random).

Your Score

Your Website

- My logo clearly reflects what my business does.
- It looks professional and works well in different sizes (social media, print, website).
- My logo colours align with the emotions or values I want my brand to evoke.
- My logo is part of a bigger identity — not just a pretty picture.

Your Social Media

- My posts look like they belong to one brand.
- My content mix (tips, testimonials, offers) feels intentional.
- My captions sound like me — not generic.
- My bio and profile image match my overall brand identity.

Your Message

- I can explain what I do — and for whom — in one clear sentence.
- My brand message is the same across my website, posts, and emails.
- My tone of voice matches how I want my audience to feel.
- My visuals and words work together to tell one story.

| Ticks | Result | Meaning |
|-------|------------------------|--|
| 17-20 | Functional Brand | Your brand works hard for you. Keep refining the details. |
| 10-16 | Almost Functional | You're on the right track - just need more strategy behind your visuals. |
| 0-9 | Pretty, Not Profitable | Your brand looks good but isn't doing the work. Time to fix that. |

If your brand looks good but doesn't work, let's change that.