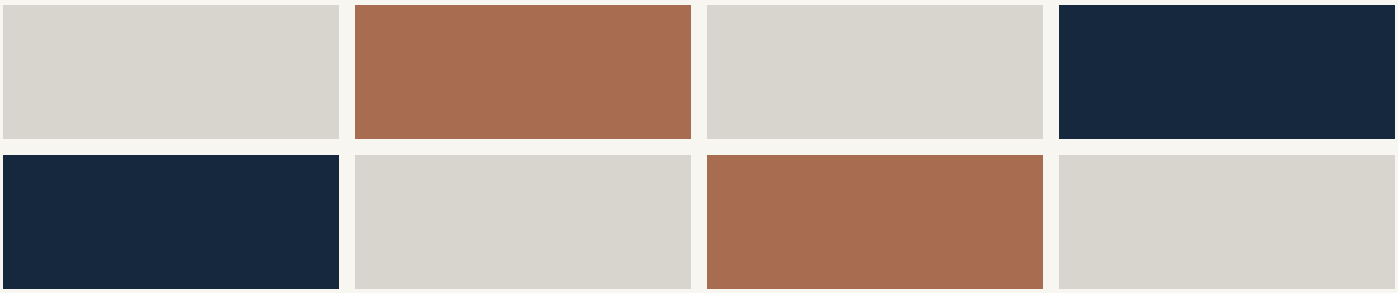
AREOTECH × AETHERIUM

Professional Services Brand Audit Scorecard

A practical worksheet for partners, founders, and marketing leaders evaluating whether their identity makes expertise clear, credible, distinctive, and usable across business development.



WORKING DOCUMENT · VERSION 2026.08

HOW TO USE THIS AUDIT

Score the evidence, not personal preference.

Review representative touchpoints: homepage and service pages, proposals, credentials, reports, presentations, social content, recruitment material, email signatures, and internal templates. Include several contributors so the audit reflects actual use.

1	2	3	4	5
Absent or actively confusing	Weak and inconsistent	Functional but generic	Clear and mostly consistent	Distinctive, clear, repeatable

1. Positioning

Priority clients, specialization, value proposition, proof, and competitive frame are explicit and understood internally.

1 2 3 4 5

EVIDENCE / EXAMPLES

OWNER

2. Visual credibility

Identity, typography, imagery, information design, and production quality appropriately reflect the firm's expertise.

1 2 3 4 5

EVIDENCE / EXAMPLES

OWNER

3. Differentiation

Language and visual codes remain recognizable beside direct competitors without relying on category clichés.

1 2 3 4 5

EVIDENCE / EXAMPLES

OWNER

4. Website clarity

Visitors can understand who the firm serves, what it does, why it is relevant, what supports its claims, and what to do next.

1 2 3 4 5

EVIDENCE / EXAMPLES

OWNER

Evaluate how the system works in practice.

5. Proposal consistency

Teams use a coherent structure, current assets, clear evidence, and an appropriate balance of reusable and tailored content.

1 2 3 4 5

EVIDENCE / EXAMPLES

OWNER

6. Presentation quality

Narrative, hierarchy, diagrams, tables, and data remain clear across contributors, topics, and meeting formats.

1 2 3 4 5

EVIDENCE / EXAMPLES

OWNER

7. Thought leadership

Articles, reports, events, case studies, and social material reinforce a recognizable position and demonstrate useful expertise.

1 2 3 4 5

EVIDENCE / EXAMPLES

OWNER

8. Internal adoption

Employees can find, understand, and correctly apply current assets and guidance without constant design intervention.

1 2 3 4 5

EVIDENCE / EXAMPLES

OWNER

Total score _____ / 40

Interpret with context. A low score identifies a priority, not an automatic requirement for a complete rebrand. Record the cause and the business consequence before selecting an intervention.

REBRANDING READINESS

Can the organization support the change?

- [ ] Leadership agrees on the business reason for reviewing the identity.
- [ ] Priority audiences, services, markets, and desired future position are defined.
- [ ] A working team, decision-maker, final approver, and feedback process are named.
- [ ] Existing recognition, useful equity, and current inconsistencies can be audited.
- [ ] Representative clients, intermediaries, or recruits can be consulted appropriately.
- [ ] The team can provide proposals, reports, presentations, analytics, and existing guidance.
- [ ] Website, redirects, documents, templates, signs, directories, and social profiles are mapped.
- [ ] Internal time, budget, and specialist support are proportionate to the intended scope.
- [ ] Launch timing accounts for major client, recruitment, reporting, or event periods.
- [ ] An owner will govern assets, templates, training, and quality after launch.

Readiness notes

STRONGEST REASON TO ACT NOW

EQUITY THAT SHOULD BE PROTECTED

MAIN IMPLEMENTATION CONSTRAINT

STAKEHOLDERS WHO MUST PARTICIPATE

PRIORITIZATION

Turn findings into accountable actions.

Choose the issues with the clearest business consequence. Separate immediate corrections from deeper strategic or system changes.

#	Issue	Evidence / consequence	Owner	When
1				
2				
3				
4				
5				

Decision frame

Potential response	When it may fit	Evidence required
Operational correction	Assets are sound but access, ownership, or production is failing.	
System refinement	Position remains useful but identity, templates, or digital rules lack range.	
Positioning and identity evolution	The business has changed while recognisable equity remains valuable.	
Comprehensive rebrand	Position, architecture, expression, and experience no longer represent the organization.	

NEXT-STEP BRIEF

Prepare a focused partner conversation.

BUSINESS OBJECTIVE

PRIORITY AUDIENCES AND MARKETS

CURRENT IDENTITY AND WEBSITE CONCERNS

APPLICATIONS THAT MUST BE INCLUDED

KNOWN TIMING, APPROVAL, OR MIGRATION CONSTRAINTS

DESIRED OUTCOME

Important

This scorecard is a strategic planning aid, not financial, legal, regulatory, or compliance advice. Requirements vary by jurisdiction, service, audience, and communication. Consult appropriately qualified professionals before publishing regulated claims or implementing decisions that require specialist review.

CONTINUE THE DISCUSSION

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AreoTech / Aetherium