

BRAND TRIAGE ASSESSMENT SURVEY

Survey Date: _____, Company Name: _____

Contact Name: _____, Contact Email or Phone#: _____

Is Your Brand Healthy — or Showing Signs of a Problem?

This assessment is meant to be used as a guide to help you analyze the health of your current brand assets. You can choose to fill it out online or download and review with your team on an annual or semiannual basis. However you choose to use it, we hope it encourages you to take a closer look at your current assets and messaging to make sure you are not allowing content or imagery to become outdated.

As you review each section that is relevant to your business, please assign each question a value that best fits your own assessment:

**5 = Yes, Strongly Agree | 4 = Changes are in Progress | 3 = Need to Take a Closer Look |
2 = Unsure About This | 1 = Needs Attention Now**

1. Visual Identity & Logo Health

An early warning sign: Multiple logo versions floating around or low-resolution artwork being used.

☐5 ☐4 ☐3 ☐2 ☐1

Is your logo modern and aligned with current market expectations?

☐5 ☐4 ☐3 ☐2 ☐1

Does your logo reproduce clearly on print, signage, apparel, and digital?

☐5 ☐4 ☐3 ☐2 ☐1

Is your brand color palette consistent across all materials?

○5 ○4 ○3 ○2 ○1

Do you have updated brand guidelines (fonts, spacing, color codes)?

○5 ○4 ○3 ○2 ○1

Would you confidently compare your brand visuals to your top competitors?

Area Score: _____

2. Print Sales & Marketing Materials

An early warning sign: Outdated messaging, old staff photos, discontinued services still listed.

○5 ○4 ○3 ○2 ○1

Are your brochures, folders, and sheets less than 2 years old?

○5 ○4 ○3 ○2 ○1

Do they reflect your current services and messaging?

○5 ○4 ○3 ○2 ○1

Is your print quality sharp, modern, and premium?

○5 ○4 ○3 ○2 ○1

Are you using specialty finishes (coatings, embossing, die cuts) for more visual impact?

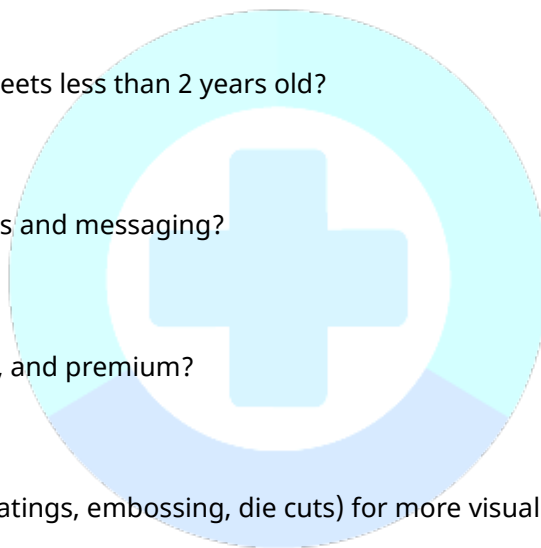
○5 ○4 ○3 ○2 ○1

Do your materials support your current sales strategy?

Area Score: _____

3. Indoor & Outdoor Signage

An early warning sign: Sun-faded yard signs, peeling vinyl, mismatched brand colors.



☐5 ☐4 ☐3 ☐2 ☐1

Is your exterior signage clean, visible, and easy to read from a distance?

☐5 ☐4 ☐3 ☐2 ☐1

Does your interior signage reinforce your brand experience?

☐5 ☐4 ☐3 ☐2 ☐1

Are any signs faded, cracked, peeling, or outdated?

☐5 ☐4 ☐3 ☐2 ☐1

Are you using window graphics, wall graphics, or dimensional signage effectively?

☐5 ☐4 ☐3 ☐2 ☐1

Does your signage match your current logo and colors?

Area Score: _____

4. Trade Show & Event Displays

An early warning sign: Stained or torn tablecloths, outdated taglines, pixelated graphics on your banners.

☐5 ☐4 ☐3 ☐2 ☐1

Are your booth displays modern, high resolution, and visually compelling?

☐5 ☐4 ☐3 ☐2 ☐1

Do your banners and backdrops match your current branding?

☐5 ☐4 ☐3 ☐2 ☐1

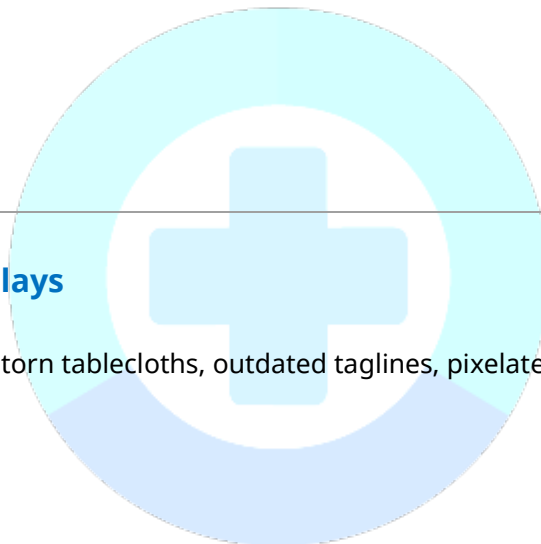
Are you using portable displays that look professional, and are easy to set up?

☐5 ☐4 ☐3 ☐2 ☐1

Do you have updated table covers, retractable banners, or step-and-repeat backdrops?

☐5 ☐4 ☐3 ☐2 ☐1

Do you attract attention at events, or blend into the background?



Area Score: _____

5. Branded Apparel & Promotional Products

An early warning sign: Tattered or faded shirts, or merch with old logos or phone numbers on them.

☐5 ☐4 ☐3 ☐2 ☐1

Does your team wear cohesive branded apparel?

☐5 ☐4 ☐3 ☐2 ☐1

Is your logo embroidered or printed in high quality?

☐5 ☐4 ☐3 ☐2 ☐1

Are your promotional items useful and memorable?

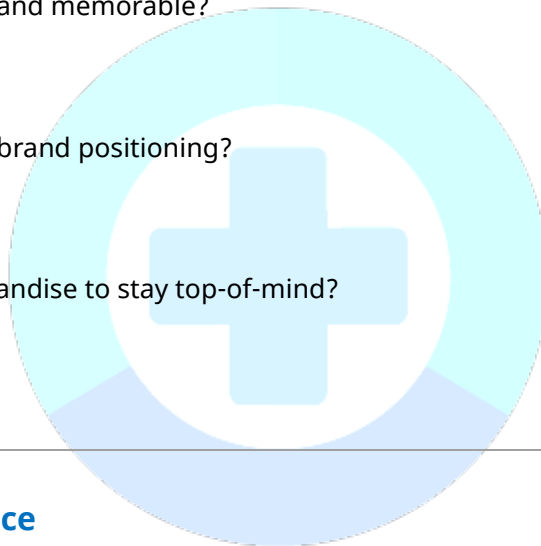
☐5 ☐4 ☐3 ☐2 ☐1

Do your giveaways align with your brand positioning?

☐5 ☐4 ☐3 ☐2 ☐1

Are you leveraging branded merchandise to stay top-of-mind?

Area Score: _____



6. Website & Digital Presence

An early warning sign: Website doesn't match printed materials or current branding.

☐5 ☐4 ☐3 ☐2 ☐1

Is your website less than three years old, visually appealing, easy to navigate, and mobile-friendly?

☐5 ☐4 ☐3 ☐2 ☐1

Is your online messaging consistent with your printed materials?

☐5 ☐4 ☐3 ☐2 ☐1

Are you actively updating content on your website, and keeping company information updated in local listings?

○5 ○4 ○3 ○2 ○1

Is your business on relevant social platforms, and do you have a Google Business account?

○5 ○4 ○3 ○2 ○1

Do you have a blog or news page? Do you have a client email list?

Area Score: _____

7. Brand Consistency Check

An early warning sign: Different versions of logos being used across national locations.

○5 ○4 ○3 ○2 ○1

Is your logo used consistently across all assets and online platforms?

○5 ○4 ○3 ○2 ○1

Do your social graphics match your print materials?

○5 ○4 ○3 ○2 ○1

Are your fonts and colors consistent everywhere?

○5 ○4 ○3 ○2 ○1

Would a customer recognize your brand anywhere they see it?

○5 ○4 ○3 ○2 ○1

Do all employees use approved templates for presentations and proposals?

Area Score: _____

8. Competitive Health Check

Example warning sign: Competitors appear more polished and cohesive.



○5 ○4 ○3 ○2 ○1

Do your competitors look more modern than you?

○5 ○4 ○3 ○2 ○1

Are they investing in signage, digital marketing, or trade show presence?

○5 ○4 ○3 ○2 ○1

Are you losing opportunities because your materials feel outdated?

○5 ○4 ○3 ○2 ○1

When compared to a competitor, does your brand look premium?

○5 ○4 ○3 ○2 ○1

Have you optimized your website so search engines and AI agents can find your content?

Area Score: _____

Total Score of All Areas: _____

Results of Your Brand Triage Assessment Survey:

161-200 = ● Healthy Brand: Keep up the good work! Find a partner who can help you stay viable into the future.

121-160 = ● Minor Conditions: Address each issue now and make a plan for yearly checkups

81-120 = ● At-Risk Brand: Time to find a print and marketing partner to help you understand the urgency and to make a plan to address each condition.

40-80 = ● Immediate Brand Intervention Recommended: Your brand has slipped below the horizon. It is time to get your brand healthy again and back in your prospect's line of sight!

Time to Act?

If your results indicate your brand is experiencing early-stage decline, it is time to take some preventative action. Even a healthy brand can benefit from annual reviews, check-ins, and occasional audits to make sure your messaging and visual design stays current, consistent, and relevant in all your channels.

Foremost Graphics is a one-stop print and marketing partner you can count on to be a steady partner in keeping your brand healthy. When you are ready for a brand asset update, give us a call:



**Print
Packaging
Communications**

Share your brand assessment results for a free “next-steps” consultation:

Contact Us:

<https://foremostgraphics.com/request-a-quote/>

Email:

customerservice@foremostgraphics.com

Call:

616.248.4110

