

FREE BRAND IDENTITY RESOURCE

5-Minute Brand Distinctiveness Scorecard

A practical self-assessment for checking whether your visual identity is recognizable, relevant and consistent.

How to use this scorecard

Review your current logo, website, social posts, presentation materials and one real customer touchpoint. Score each area from 1 to 5 using evidence, not preference. The full assessment takes about five minutes.

Bring these items:

- Your logo and any alternate logo versions
- One website page and three recent social posts
- One print, packaging or presentation example
- A screenshot of three direct competitors

Important:

This is a design self-assessment, not a trademark search or legal clearance. A high score means the system appears distinctive and usable; it does not confirm legal ownership.

Quick score guide

24-30 | Strong system

Clear, recognizable and consistently applied.

18-23 | Good foundation

Distinctive elements exist, but application needs stronger rules.

12-17 | Generic or incomplete

Several parts rely on category defaults or inconsistent templates.

6-11 | Priority redesign work

The brand needs a clearer visual idea and repeatable system.

SCORECARD • PART 1

Distinctiveness, relevance and consistency

Use current examples. Avoid scoring the brand based only on the logo presentation mockup.

Distinctiveness

Would the design still feel like your brand if the logo were hidden?

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

1 = weak or inconsistent 5 = clear, distinctive and repeatable

Evidence / notes: _____

What to look for: ownable shapes, colour combinations, typography, image treatment and composition.

Relevance

Do the visual choices fit the audience, offer, personality and cultural context?

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

1 = weak or inconsistent 5 = clear, distinctive and repeatable

Evidence / notes: _____

What to look for: design decisions connected to the business, not only what is fashionable in the category.

Consistency

Do the website, social posts, documents and physical touchpoints feel connected?

Score: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

1 = weak or inconsistent 5 = clear, distinctive and repeatable

Evidence / notes: _____

What to look for: repeatable colour roles, typography, spacing, imagery and layout rules.

SCORECARD • PART 2

Flexibility, clarity and recognition

Test the identity at real sizes and across light, dark, digital and printed uses.

Flexibility

Does the identity work across sizes, formats and backgrounds?

Score: ☐1 ☐2 ☐3 ☐4 ☐5

1 = weak or inconsistent 5 = clear, distinctive and repeatable

Evidence / notes: _____

What to look for: responsive logo versions, one-colour options, mobile legibility and production-ready rules.

Clarity

Are typography, hierarchy and colour roles easy to understand and use?

Score: ☐1 ☐2 ☐3 ☐4 ☐5

1 = weak or inconsistent 5 = clear, distinctive and repeatable

Evidence / notes: _____

What to look for: a system that helps people make consistent decisions without guessing.

Recognition

Can someone recall or describe the visual identity after seeing it?

Score: ☐1 ☐2 ☐3 ☐4 ☐5

1 = weak or inconsistent 5 = clear, distinctive and repeatable

Evidence / notes: _____

What to look for: a small number of distinctive signals repeated consistently across touchpoints.

ACTION PLAN

Turn the score into the next design decision

A low score does not always require a full redesign. Identify the smallest change that will strengthen recognition.

Calculate your result

Distinctiveness ____ + Relevance ____ + Consistency ____ + Flexibility ____ + Clarity ____ + Recognition ____

TOTAL SCORE: ____ / 30

Keep these three brand signals

[] _____

[] _____

[] _____

Fix these three gaps

[] _____

[] _____

[] _____

Choose the first touchpoint to improve

Website / Social / Presentation / Packaging / Print / Other: _____

Write one rule the team can repeat

Example: Use the coral accent only for the primary message and keep all supporting layouts warm cream.

Our rule: _____

Next step

Apply the rule to one real touchpoint, then compare it with your current materials and three direct competitors.