



## MY BRAND SCORE

Rate your brand assets on a scale of 1 to 10. 1 is bad, 10 is really well.

Brand asset	My brand	Comp. 1	Comp. 2	Random	Ambition
Company name					
Logo					
Slogan					
Story					
Color palette					
Typography					
Photo usage					
Graphics					
Letterheads					
Business cards					
Email (design)					
Packaging					
Storefront					
Invoices					
Social media ad					
Website					
LinkedIn page					
Total brand score					