

Your *brand identity* ● health check.

Branding is a creative and intuitive art, but its success can be measured with science. Do you know what your users think of your digital branding or are you leaving it up chance?

Don't leave the success and impact of your digital presence up to chance. Our brand identity health check will assess what users think when they discover your brand online. We will provide you with a high-level assessment of how accurately users understand who you are and what you do, and how it, makes them feel - alongside actionable recommendations to expand and improve.

Health Check

Our UX team will gather your most used digital brand assets, then design and facilitate a rapid research activity to assess its impact.

We will test your brand identity with real users to assess how accurately it reflects who you are and what you do.

We will gather only the most useful and actionable insights from end-users and deliver them back to you ready to action.

Digital brand ID health check -
£500

How am I looking, doc?

Assess your brand's performance against our three pillars of brand identity health.



Accuracy

Emotion

Impact

“Brands are like people, they have their own personalities, you have to check in and make sure they're happy and doing ok.”

Gregg Lawrence, Founder and Creative Director, Yoyo

Get in touch
hello@yoyodesign.com

yoyodesign.com