

STRATEGY — EXECUTIVE BRIEFING

Brand Identity Audit Briefing

Where the system holds, and where it has drifted

DOCUMENT

BIA-27-062

PREPARED

November 2027

OWNER

Strategy

PAGES

6

STATUS

Illustrative sample

The read

The system holds everywhere it is documented and drifts everywhere it is not. Typography and colour are specified and consistent; imagery and tone are described rather than specified, and both have drifted materially across channels.

2 Elements specified and consistent	2 Described but not specified	6 Channels reviewed	0 Imagery specification in the guidelines
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HOLDS

- 01 Typography — one specification, applied everywhere.
- 02 Colour — specified with values, consistent.

DRIFTS

- 01 Imagery — described as a mood, not specified.
- 02 Tone of voice — described with adjectives, not examples.



What the client asked for.

THE BRIEF · MCLEUKER HOUSE SET

SO WHAT

Everything specified holds and everything described drifts. That is not a discipline problem, it is a documentation one, and it is fixable without touching the identity itself.

Channel by channel

ACROSS SIX CHANNELS

ELEMENT	SITE	SOCIAL	RETAIL	WHOLESALE	EMAIL	PRINT
Typography	ON	ON	ON	ON	ON	ON
Colour	ON	ON	ON	ON	ON	ON
Imagery	ON	OFF	MIXED	OFF	MIXED	ON
Tone	ON	OFF	MIXED	OFF	OFF	ON

Assessed against the guidelines as written. Where the guidelines describe rather than specify, the assessment is against the most consistent existing usage instead.



What was actually made.

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SO WHAT

Drift concentrates in the channels furthest from the people who wrote the guidelines. That is what happens when a rule needs interpretation rather than application.



The pitch is the product until the account is won, and nobody bills for it.

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What to specify

IMAGERY, AS IT SHOULD BE WRITTEN

Not Warm, natural, aspirational

Instead One light direction, named. One palette, with values. One crop convention.

Test Two people brief a shoot separately and get the same frames back

Tone Three worked examples per channel, not adjectives

Not assessed Whether the drift has cost anything measurable — outside this review

SEQUENCE

NOW Specify imagery to the same level as colour
The gap is documentation, not judgement.

+2 WKS Write tone as examples, not adjectives
An adjective cannot be applied consistently.

+1 MO Re-audit the two drifting channels
Whether specification alone closed it.

SO WHAT A rule that needs interpreting will be interpreted differently by everyone who reads it. Specifying imagery to the same standard as colour is the whole intervention.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Specify imagery to the standard colour is specified to	Creative Director	30 Nov	Drift continues wherever the guidelines describe
Rewrite tone as worked examples per channel	Writer	15 Dec	Adjectives keep producing six versions
Re-audit social and wholesale after specification	Strategy Lead	31 Jan	The fix is not evidenced
Assign an owner for the guidelines	Creative Director	30 Nov	They age without anyone noticing

SOURCES AND BASIS

Channel review — assets in market at the date of this document.

Guidelines — the current brand guidelines as issued.

Assessment basis — against the guidelines where specified, against dominant usage where not.

ILLUSTRATIVE SAMPLE

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