

summer 2025

RIVER + COMPASS

Mid-Year Brand Check- In Guide



**A guide to evaluate how
you're showing up!**

Mid-Year Brand Check-In Guide

Whether you're a professional, entrepreneur, or creative, your brand is how people experience you. And halfway through the year is the perfect time to pause, reflect, and realign.

Use this guide to evaluate how you're showing up — online and in real life.

Best,

Eboni Thomas, MBA

River + Compass

Owner | Brand Marketing Coach

www.riverandcompass.com



Brand Identity

Photos

Logo

Colors

Typography

Design consistency

Does your look reflect who you are now + where
you're going?



Halfway through the year, your brand should feel more like you than ever — not a version of you from last season. Let's start with the basics: how your brand introduces itself to the world.

Brand Identity is the visual and verbal representation of your brand — including your logo, colors, typography, bio, photography, and tagline.

- ✓ Does your current headshot or profile image reflect your personality and professionalism?
- ✓ Is your brand photography up to date and consistent across platforms?
- ✓ Are your colors, fonts, and design style still aligned with your message?



If not, consider a visual refresh.

This is your first impression. If your look, language, or vibe feels outdated, unclear, or mismatched with your current level, people will disconnect or underestimate your growth.

→ Identity Journey: Align your visuals and messaging with who you are now — and where you're headed next.

Brand Message

Bio/about section
Elevator pitch
Taglines/slogans
Key talking points

Are you speaking from your current level or
stuck in the past?

Your goals have likely evolved — has your message followed? This is a good time to review what you're saying about your brand and who it's for.



Brand Messaging is the voice, tone, and language you use to communicate your value, mission, and offer. It includes your elevator pitch, social bios, captions, and website copy.

- ✓ Are your most recent posts relevant to your current goals?
- ✓ Is your content creating connection, credibility, or confusion?
- ✓ Are you consistent across your website, social media, and email?

Don't just be visible — be aligned.

If your message is still rooted in where you started — not where you're going — you're attracting the wrong audience. Misalignment here = missed opportunities.

→ Clarity Quest: Clarify your voice, message, and brand goals so everything you say reflects your next level.

Brand Presence

Social media

Website

Digital footprint (Google, profiles, etc.)

Is your presence updated, consistent, and clear
across platforms?

*You're showing up — but how are you being experienced?
Mid-year is the time to evaluate how your audience
interacts with your brand across platforms and in real life.*

Brand Presence is the way your brand shows up consistently across platforms, environments, and experiences — including how you engage online, speak in public, answer emails, and even walk into a room.

- ✓ Have you updated your bio, intro, or elevator pitch since January?
- ✓ Does your message clearly reflect what you do and who you serve?
- ✓ Are you speaking from where you are now or still playing small?

Your words should reflect your growth and direction.

Presence isn't just about being seen — it's about being felt. If your presence is inconsistent or low-energy, your credibility and trust suffer.



→ Presence Path: Strengthen how your brand is perceived online + off, and make sure the experience matches the message.

Brand Experience

In-person impressions

Client communication (emails, calls, meetings)

Events/networking

Packaging (for product brands)

How does your audience experience you beyond the screen?

Your brand isn't just what people see — it's how they feel after interacting with you. Let's look at your follow-through.



Brand Experience includes how your audience or clients feel during every touchpoint with your brand: from how fast you respond, to how easy it is to book you, to how they feel after a purchase or interaction.

- ✓ Are your email, meeting, and phone interactions intentional and professional?
- ✓ How do people describe working with you? (Ask if you're unsure!)
- ✓ Have you received any reviews, feedback, or referrals this year?

Your audience's experience is your brand. Your visuals might attract someone — but your experience is what keeps them coming back (or turns them off). This is where your brand's reputation is built.

→ Launch Loop: Elevate your client/audience experience from start to finish, and build a system that reflects your values + professionalism.

Brand Strategy

What to change, fix, or update
What to enhance or lean into
New opportunities, audiences, or goals

Are your current brand efforts still aligned with
your mission + next level?

What's your actual game plan for Q3 and Q4? It's time to zoom out and assess how all the pieces are working together.



Brand Strategy is the intentional roadmap behind your brand's growth — including your goals, target audience, positioning, marketing channels, and offers.

- ➔ Update your visuals (headshots, logos, graphics)
- ➔ Rewrite your bio or pitch to reflect your next level
- ➔ Refresh your content strategy to align with your goals
- ➔ Ask for feedback from a mentor, client, or trusted peer
- ➔ Track progress in a journal or digital planner

If someone looked at your brand today, would they understand where you're headed? If not — it's time to realign.

Without strategy, your brand might be pretty — but it won't be powerful. The most successful brands don't just look good — they move with purpose.

→ Influence Expedition: Map out your strategic direction, goals, audience positioning, and growth plan with expert guidance.

If your visuals feel outdated, your message feels off, or your presence doesn't reflect the level you're moving toward.... it might be time to realign. I'm here to guide you through it — with strategy, creativity, + coaching that meets you right where you are.

Let's partner + build a brand that speaks for the person you're becoming. Book your complimentary Campfire Session today + let's get your brand back in sync with your goals.

Best,

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Thank you!

