

IS YOUR BIOTECH BRAND AS HEALTHY AS YOUR PIPELINE?

7-Point Biotech Brand Audit

A brand audit is like a check-up for your company's identity – it helps you spot weaknesses and opportunities to strengthen trust. In biotech, your brand often gets judged before your science is proven (investors will form impressions from your website and deck). At Biobrand we believe, “branding isn't fluff—it's proof of credibility.”

LET'S BEGIN

Use this 7-point audit to evaluate your brand's vital signs

01

Core Purpose & Mission

Verify that your mission statement and values are clear and inspiring. Your brand's purpose should go beyond the lab results – it's the “why” that drives your science. If you can't succinctly articulate why your company exists (in human terms, not just technical), start here. A strong purpose aligns your team and attracts partners who share your vision.

02

Unique Value Proposition & Differentiation

Check whether you stand out in the biotech crowd. What makes your approach or technology unique? Clearly identify how you're different from competitors or alternative solutions. If an investor or customer can't quickly tell why you're special, your positioning needs work. Make sure your messaging highlights your competitive edge – whether it's a novel platform, faster results, better safety, or a mission that resonates.

03

Target Audience Clarity

Audit who you're speaking to – and if your brand truly speaks to them. Biotech brands often have multiple audiences (investors, pharmaceutical partners, patients, scientific community). Define your primary target audience and ensure your branding appeals to their needs and expectations. For example, if investors are a key audience, your tone might be more business-focused and data-backed, whereas patient-facing messaging would emphasize empathy and outcomes. Know your audience, and verify that your brand voice and content are tailored to engage them.

04

Messaging Consistency

Eliminate mixed messages across channels and teams. Is your one-liner description the same on your website, pitch deck, and press releases? If different team members give conflicting versions of your story, it's a red flag. Your brand story should be clear, concise, and consistent everywhere – from the science team's conference talk to the marketing brochure. This consistency builds trust. (If you haven't already, consider a cross-team workshop to align on key messages – as inconsistent narratives are a common cause of brand “fuzziness” in biotech

05

Visual Identity & Design Cohesion

Take a hard look at your logo, color palette, typography, and overall visuals. Are they professional and memorable? More importantly, are they used consistently across all materials? A cohesive visual identity (same logo usage, fonts, and colors in all documents and slides) makes your company look established and credible. Ensure your lab slides, corporate website, and social media graphics all feel like they come from the same brand. If your visuals look dated or all over the place, it might be time for a refresh or formal brand guidelines.

06

Website User Experience & Content

01 Your website is often the first touchpoint – audit it thoroughly. Is the homepage messaging immediately clear about what you do? Ensure your value proposition is front and center (don't bury the lede in technical jargon).

02 Check that navigation is simple and key pages (About, Technology/Science, Product or Service, Contact) are easy to find. Every call-to-action (like "Contact Us" or "Join Waitlist") should be obvious and inviting.

03 Also assess load time and mobile friendliness; a slow or non-mobile site can erode trust.

04 Finally, look at content: are you providing up-to-date news, insightful blog posts, or resources that reinforce your expertise? An informative, user-friendly website builds confidence that you're the real deal.

07

Collateral & External Presence

Beyond the website, audit all the places your brand lives. This includes investor decks, one-pagers, press releases, social media profiles, and even employee LinkedIn bios. Do they all tell a cohesive story? For instance, your pitch deck should look like it belongs to the same company as your website – both in design and messaging. Check for consistent tone in written materials (formal vs. friendly, etc.) and proper use of logos and templates. Also, Google your company – what press coverage, reviews, or mentions come up? The way your brand appears in the wild (at conferences, in Google results, in partnership announcements) is part of your brand health. Make sure it all aligns with the image you want to portray.

TAKE ACTION

After completing this 7-point audit, you'll have a clear picture of your brand's strengths and gaps. Take action on any weak spots – whether that means a visual rebrand, a messaging workshop, or better guidelines for your team. A strong biotech brand instills confidence early, setting you up for easier pitches, partnerships, and growth.

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