

# Brand New Year. New You.

## BUT FOR YOUR BRAND.

A brand health check for biotech and tech teams who want less friction, more confidence, and faster execution all year long.

January is when most teams jump straight to campaigns. Before you do that, pause.

Run a brand health check so the rest of the year moves faster.

This resource is designed to help you align your voice, visuals, systems, and people so brand decisions get easier, not harder.

Think of this as brand operations, not brand theory.

## BIOBRAND RESOURCES

# How to use this resource:

This is not meant to be aspirational.

It's meant to be practical.

For each section:

- Read the context
- Answer the gut-check questions honestly
- Note gaps, not perfection

If something feels unclear or hard to answer, that's your signal.

## 01

# Reset the big picture

Before tactics, before campaigns, before content, get clear on what you stand for this year. Your brand needs a north star that decisions can be tested against. This is not a full mission rewrite. It's a present-day stance.

Ask yourself:

- What do we stand for in 2026?
- What do we want to be known for this year?
- What is the short mantra every project should align with?

A useful test:

If a project doesn't sound like "this," it's not us. If your team can't articulate that "this" consistently, start here.

## 02

# Refresh your voice docs

Most teams don't need a rewrite. They need a tune-up.

Your voice should evolve as your company grows. Subtle shifts in confidence, clarity, and authority matter more than dramatic changes.

Create a 2026 version of your voice documentation that reflects where you are now, not where you were when you first launched.

Gut check:

- Does your messaging sound like your current stage?
- Does it reflect increased confidence and credibility?
- Would a new hire understand how to write in your voice?

If your voice docs haven't been touched in over a year, they're probably holding you back.

## 03

# Audit your visual foundation

Look beyond the logo.

Your visual foundation includes photography, illustration, icons, patterns, diagrams, templates, and brand elements that support everyday work.

The real question isn't whether your visuals look good.

It's whether you have enough of them.

Ask yourself:

- Do we have enough assets to support launches, content, and decks all year?
- Are we recreating visuals every time a new request comes in?
- Could we expand our asset library in bulk instead of piecemeal?

Strong brands buy in bulk. Weak ones scramble.

## 04

# Re-anchor brand to marketing goals

Brand does not live in isolation.

It flows through everything marketing touches.

Campaigns. Audiences. Channels.

This is where brand becomes operational.

Check for alignment:

- Do your campaigns reflect your positioning?
- Does your tone shift appropriately by audience without losing coherence?
- Can marketing teams execute without re-explaining the brand every time?

If brand feels like a detour from marketing, something is broken.

## 05

# Streamline vendor relationships

Most marketing teams work with four to five vendors at any given time.

Without clear rules, brand breaks down fast.

A simple expectations meeting can save weeks over the course of a year.

Clarify upfront:

- Who owns what?
- What does success look like?
- How feedback is given and approved?
- When brand guardrails are flexible and when they are not?

Brand clarity improves external work as much as internal work.

## 06

# Website and SEO reality check

Your website will change.

That part is not optional.

The question is whether it slows you down or supports growth.

Audit honestly:

- Is the messaging still accurate?
- Can non-technical team members update content easily?
- Does the site support where the business is going next?

If updating your site feels risky or painful, it's already a blocker.

## 07

# Create decision-making shortcuts

This is where strong brands separate themselves.

Brand exists to speed decisions, not create debate.

Clear shortcuts reduce noise, polish the right work, and protect focus.

Define your rules:

- What gets approved fast?
- What requires leadership review?
- What gets a no immediately?

A useful mantra:

Don't polish a rock. Polish the gem.

If everything feels equally important, brand clarity is missing.

## 08

# Inventory your proof points

Credibility only works if it's accessible.

Your proof includes data, partnerships, advisors, pilots, press, visuals, and traction signals.

If it lives across inboxes and folders, it won't get used.

Ask yourself:

- Do we have a centralized proof inventory?
- Are there new channels we could tap for credibility?
- Can teams quickly pull proof into decks and content?

Proof unused is proof wasted.

09

## Check internal adoption

If your team isn't using the brand, the job isn't done.

Brand should show up everywhere your company shows up.

Sales decks. Hiring materials. Investor updates. Templates.

Reality check:

- Are templates available and easy to use?
- Has the team been trained on how to use them?
- Do you periodically check that they're actually being used?

Adoption doesn't happen once. It's reinforced over time.

AND NOW

## Take Action

After completing this 9-point health check, you should have a clear picture of what's helping your brand move faster and what's slowing it down.

Focus on the gaps.

You don't need to fix everything at once. You do need to remove friction. Strong brands don't just look good.

They make work easier.

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