

brand checklist

The purpose of this checklist is to help you assess and audit all the places your organization's brand exists.

Here's how to get started:

- Cross out anything on the checklist that is not applicable to your organization's brand.
- Highlight or circle any essential marketing components.
- Check the boxes to the left after you've reviewed those parts of the brand.

As you review the list of marketing tactics, consider the core components of your brand platform:

1. Does this tactic reflect the organization's purpose?
2. Which tactics have the most impact on the organization by allowing us to share our expertise, or connect with our audience?
3. How can we apply the organization's visual identity to this tactic?
4. Is the organization's visual identity consistent?
5. Where are there disconnects or inconsistencies?
6. What's working well – and what isn't?

Use the space to the right to make notes on what needs to be updated or refined. You can also use this worksheet to help you decide which tactics you can add or omit to your brand. You might also use the checklist to know what you need to delegate, and areas where you may need more support or guidance.

Creative Worth

Branding Checklist

BRAND PLATFORM

- Logo
- Colours
- Typography
- Tagline
- Mission
- Vision
- Organization Values
- Organization Story
- Other:
- Other:

WEBSITE

- Home page
- About page
- Services / Offerings / Events page
- Contact page
- Other:
- Other:

DIGITAL

- Email newsletter template
- Online advertising
- Brand video
- Other:
- Other:

SOCIAL MEDIA & CONTENT MARKETING

- Blog
- Podcast
- Facebook
- Twitter
- Instagram
- Pinterest
- Snapchat
- LinkedIn
- YouTube
- Live Streaming
- Other:
- Other:

PRINT

- Business cards
- Letterhead + Envelopes
- Postcards / Rack Cards
- Posters
- Folders
- Brochures
- Invitations
- Packaging
- Other:
- Other:

IN-PERSON

- Trade show booth
- Speaking slides
- Workshops
- Conferences
- Presentations
- Personal style
- Promotional products
- Other:
- Other:

SPACE

- Interior design (paint, lighting, layout)
- Interior decoration (art, textiles, etc.)
- Interior experience (music, smell, sounds)
- Exterior signage
- Interior signage
- Other:
- Other:

PHOTOGRAPHY

- Candid shots
- Product / Service / Offering shots
- Conceptual shots
- Moving image vignettes
- Other:
- Other:

MEDIA & ADVERTISING

- Brand video
- Television commercial
- Print advertising
- Outdoor advertising
- Radio (or voice-over) advertising
- Other:
- Other:

Creative Worth

COMMUNICATIONS + DESIGN