

Brand Audit Checklist

Here's a comprehensive checklist for brand owners and custodians developing brands. Please take a look and see where you stand.

This checklist helps us to:

- Show you the overarching components of brand building and the key applications that you might need
- Understand the necessary investment of time and resources
- Narrow our focus. At this stage, we recommend only the essentials
- Discuss the pros and cons of each application and choose which to develop
- Look at staged development if required
- Make your idea happen as finished components.

1. Strategy + Story

RESEARCH + INSIGHTS

- Audits
- Persona
- Segmentation
- Workshops
- Research, trends & insights
- Testing

COMMUNICATION STRATEGY

- Marketing strategy
- Sustainability strategy
- Personal branding strategy
- Communications strategy
- Content marketing strategy
- Brand launch strategy
- Brand champions / ambassador strategy
- Customer engagement strategy
- Brand awareness strategy
- Touch-point strategy

BRAND DEFINITION

- Mission statements
- Vision statements
- Value proposition
- Positioning statement

MESSAGING + STORY

- Tagline
- Descriptors
- Key messaging
- Service definitions
- Guiding principles
- Customer pledges
- Vocabulary
- History
- Boilerplate
- Elevator speech
- Tone + voice style
- Headline style
- Call to action

BRAND ARCHITECTURE

- Corporate, umbrella and family brands
- Endorsed and sub-brands
- Product brands

2. Identity

NOMENCLATURE

- Naming
- Product names
- Process names
- Service names
- Titles
- Abbreviations
- URLs
- Social handles

BRANDMARKS

- Logos
- Wordmarks
- Icons
- Favicons
- Signatures

VISUAL STYLE

- Colour style
- Typographic style
- Photographic style
- Illustration style
- Video style
- Sensory style

CONCEPT TESTING

- Prototyping
- Story boarding
- Mock-up applications

GUIDELINES

- Brand Brief – strategy
- Brand Brief – visual
- Brand Brief – voice
- Brand Style guidelines – digital or print
- Logo guidelines
- Colour palette guidelines
- Typography guidelines
- Photography guidelines
- Illustration guidelines
- Sensory guidelines
- Application guidelines

3. Experience

BUSINESS PAPERS

- Business cards
- Letterhead
- Templates
- Envelope
- Notepads
- News releases
- Mailing labels
- Announcements
- Invitations
- Cards
- Forms
- Presentations
- Labels

DIGITAL COMMUNICATIONS

- Email templates
- Email signatures
- Social networks
- Website
- Blog
- Video
- Animations
- Banners
- Apps

SALES + MARKETING

- Announcements
- Advertising campaigns
- Annual reports
- Call centre scripts
- Direct mail
- FAQs
- Investor relations materials
- Newsletters
- News releases
- Posters
- Postcards
- Press kits
- Public relations materials
- Membership collateral
- Seminar literature
- Surveys
- Sales + product literature
- Sales scripts
- Presentations
- Proposals

PRESENTATIONS + PROPOSALS

- Vertical covers
- Horizontal covers
- Interiors grid
- Templates
- Imagery

ENVIRONMENTAL APPLICATIONS

- Internal signage
- External signage
- Interior Design
- Flags
- Banners
- A-Frames

EXHIBITS:

- Trade Show booth
- Banners
- Point of purchase
- Name tags
- Presentations

VEHICLES:

- Van signage
- Car signage
- Bus signage
- Plane signage
- Truck signage

RETAIL

- Packaging
- Promotions
- Point of sale
- Displays
- Interactive demos
- Bags
- Boxes
- Labelling systems
- Stickers
- Wrapping paper
- Merchandise
- Product design
- Apparel

PACKAGING

- Legal considerations
- Package sizes
- Package grids
- Product signatures
- Labelling systems
- Boxes
- Bags
- Cartons
- Promotions

SOCIAL NETWORKS

- LinkedIn
- Facebook
- Twitter
- Pinterest
- Instagram
- YouTube
- Vimeo

EPHEMERA

- Shirts
- Caps
- Ties
- Pens
- Note pads
- Client gifts
- Etc.

UNIFORMS

- Winter
- Spring
- Summer
- Autumn
- Rain gear

IMAGE LIBRARY

- Photography
- Illustration
- Video

4. Advisory

ASSET MANAGEMENT

- Launch management
- Campaign management
- Production management
- Content standards
- Best practice guidelines
- Brand champion guidelines
- Sales team toolkits
- Media relations toolkits

**Ready to
get started?**

**We work in person
or virtually from our
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