

Re-branding requires a lot of attention to detail. Since consistency is one of the keys to an effective brand identity, we've compiled this checklist to make sure your new brand elements are present in every channel and at every touchpoint.

### Visual

- Visual Brand Standards Guide
- Name
- Logo
- Icon
- Avatar
- Favicon
- Colors
- Business Cards
- Letterhead
- Envelopes
- Mailing Labels
- Sales Forms
- Invoices
- Customer Notices

### Audio

- Audio Brand Standards Guide
- On Hold Marketing
- On Hold Music
- Contact Center Audio
- Audio Greetings
- Audio Logo

### Messaging

- Taglines
- Slogans
- Positioning Statements
- Value Propositions
- Unique Selling Proposition
- Mission Statement
- Values Statement
- Copywriting Style Guide

### Environmental

- Interior Design
- Lobbies
- Offices
- Building Exteriors
- Public Space
- Outdoor Signage
- Internal Signage
- Point-of-Purchase Advertising
- In-Store Collateral
- Video Marketing
- Aroma Marketing
- Overhead/Ambient Music
- Wayfinding

### Digital Marketing

- Website(s)
- Applications
- Social Media Channels
- Email Signatures
- Email Templates
- Marketing Automation Triggers
- Local Listings
- Online Reviews / Reputation
- Content Marketing Audit
- Display Ads
- SEM Ads
- Search Visibility

### Industry Specific

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### Advertising

- Marketing Collateral
- TV Advertising
- Radio Advertising
- Outdoor Advertising
- Specialty Advertising
- Vehicles
- Tradeshow Displays

### Public Relations

- Media Kits
- Public Announcements
- Sponsorships
- Mascots/Corporate Persona
- Customer Experience Programs

### Internal Communications

- Employee Training
- Dashboards/Portals
- Operational Documents
- HR/Legal/Financial Documents
- Employee Credentials/Identification

### Miscellaneous

- Merchandising
- Apparel
- Packaging