

Branding Checklist

Below is a broad list of the many areas that require your thought when Branding your business. Check them off once you have decided a direction and implemented an action – make someone within your business accountable for the actions. You may wish to add more if they apply to your business.

Company Name	
Taglines	
Logo and Corporate Identity	
Colours	
Fonts and Typefaces	
Advertising	
Packaging	
Websites	
Building Signage	
Invoicing and Payment terms	
Interior office colours and design	
The customer experience on premises	
Social media	
Uniforms or Corporate clothing	
Music or Sound	
On hold and voicemail messages	
Consistent Phone Greetings	
Policy for client interaction and complaints	
Email Signatures	
Statement of Advice Materials	
Trade Shows	
Stationary	
Brochures	
Testimonial statements	
Client gifts	