

BRANDING CHECKLIST

STEP 1

Gather (or print) all materials that are related to your brand:

- Business cards and stationery
- Marketing brochures or flyers
- Print advertising
- Event invitations
- Conference materials
- Website
- Blog or other content marketing
- Online advertising
- Social media profiles
- Email newsletters

STEP 2

Review your materials and answer the following questions:

Are you using your logo and brand colors consistently?	YES	NO
Is there a consistent look throughout?	YES	NO
Is your mission and impact communicated clearly?	YES	NO
Are you speaking to your intended audience?	YES	NO
Does your unique voice shine through?	YES	NO
Are there clear calls to action?	YES	NO
Are you using print and online channels that your audience uses?	YES	NO
Is your blog and/or content marketing written in your voice?	YES	NO

BONUS

Show your marketing materials to a friend, neighbor or family member and ask them, "What does this organization do?"

REVIEW

More than one "NO?" It's time to redesign your branding so that it accurately expresses your organization and reaches the right people.

NEED HELP?

Schedule a **1-hour branding consultation** to review your current branding and discuss areas of improvement.