

Brand Audit Checklist

BrandMatters has developed a comprehensive audit check-list for those needing to conduct a brand or logo review, refresh or replacement. Look through the list and see where your business stands.

How To Effectively Use This Checklist

If you are thinking of reviewing your logo:

If you are thinking of reviewing your logo you need to get a detailed picture of how your logo is currently used. Unfortunately (and realistically), your logo may not be consistently implemented across your organisation. Use the checklist below to investigate the current uses, styles, formats and colours your logo is used in. Where possible, collect examples and update your files with the existing documents.

This will help you to:

- ▶ get a detailed overview of the sizes and styles of your logo that currently exist
- ▶ make a list of the formats your new logo will need to be created in (black and white, reversed, EPS, jpeg, GIF, stacked, text-only, icon-only and others)
- ▶ provide a detailed brief to your brand development and design team.

If you've just finished a logo redesign:

If you have just finished your logo redesign you can use this checklist to make sure you update your logo effectively and efficiently across your whole organisation.

Checklist

Marketing

- Exhibition stands
- Merchandise/gifts
- Brand guidelines
- Media (press releases/packs)
- Brochureware
- Annual report
- Prospectus
- Posters
- Newsletters
- Advertising creative (print/TV/radio/outdoor)
- eDM templates
- Social media pages
- Promotional videos
- Sponsorship collateral

Regulatory, Legal & Operational

- Company registration
- Resolutions
- Powers of attorney
- Money market interest statements
- SLA's
- Certificate of incorporation

- Certificate of registration
- Master custody agreement
- Company trademarks and registrations

IT Systems and Applications

- Website (desktop and mobile)
- Extranet
- Domain names
- Lotus/Microsoft Inbox email footers
- Screensavers
- Software applications
- Intranet
- Mobile apps

Human Resources

- Expense claim forms
- Payslips and group certificates
- Induction program materials
- Recruitment agency briefs
- Internal communication tools
- Intranet
- Employee contracts and letters of offer

Facilities/Signage

- Building lift and lobby
- Internet and telephone listings
- Physical address and PO Box details
- Internal and external banners & signage

Stationery

- Templates
- Report covers
- With compliments slips
- Letterhead and envelopes
- Contract/redemption note
- Business cards
- Continuation page
- Memo
- Templates/forms/personnel/IT
- Invoices
- Company fact sheets/overviews
- Internal manuals and user guides
- Client reviews
- Project updates
- Directory entries

brandmatters.com.au | info@brandmatters.com.au

Suite 505, 5 Hunter Street, Sydney NSW 2000 Australia | t +61 2 9954 7900 | f +61 2 9954 7911
BrandMatters Pty Ltd | ABN 81 092 925 473

brandmatters