



## Mapping Your Brand & Communications BRAND AUDIT CHECKLIST

The purpose of the Brand Audit Checklist is to provide an organization with a comprehensive checklist to assess **the consistency of its brand throughout the organization** – across all functional areas. In many cases:

- an organization changed its logo at some point and instances of the old logo may be in existence;
- an employee needed a new template and created one on his/her own that may not be consistent with other materials;
- multiple designers and creative types over time have touched the brand pieces without a living style guide;
- a product or service offering changed and references are not updated in some pieces;
- the company developed new or refined message and go-to-market materials; or
- a companion company was acquired and needs to update all former branding and naming.

As the nuances of industries differ, there is an open section at the end of the document to customize for any pieces specific for your industry. For organizations with multiple locations, an audit should be conducted for each facility to ensure all materials are consistent.

The checklist is provided as a self-service working guide to help an organization consider where it may enhance its consistency with the marketplace, partners or employees.

Should you desire a more thorough assessment and specific recommendations with a work plan to shore up any inconsistencies, MPD Ventures Company offers a **Brand Audit** service that we would be pleased to discuss with you. Please contact us via email to [paige@mpdventures.com](mailto:paige@mpdventures.com) or call 214-744-6188.

## SALES & MARKETING

Topic	Pieces Available	Visual - Design Compliance	Message - Content Compliance
Brand style guide			
Writing style guide			
Brochures and collateral - marketing/sales sheets			
Pricing sheets			
Print/online advertising			
Press releases			
Web site			
Social media accounts			
Email marketing templates			
Trade show exhibits			
PowerPoint presentation templates			
General sales presentation			
Sales and marketing template emails			
Proposal templates			
Professional association memberships			
Chamber memberships			
Corporate/non-profit donations			
Promotional give-aways			
Prospect letter samples			

## STATIONERY

Topic	Pieces Available	Visual - Design Compliance	Message - Content Compliance
Letterhead - printed and electronic			
Envelopes			
Mailing labels			
Business cards			
Fax cover sheets			
Memo pads			
Note cards			
Note card envelopes			

## CUSTOMER FACING

Topic	Pieces Available	Visual - Design Compliance	Message - Content Compliance
Printed/online catalogs			
Invoices/receipts			
Contracts			
Purchase orders/quotes			
Picking/delivery tickets			
Design/CAD/sketch drawings			
Customer thank you notes			
Customer apology notes			
Packaging/bags/boxes			

## OPERATIONAL

Topic	Pieces Available	Visual - Design Compliance	Message - Content Compliance
Product packaging			
Product itself			
Shipping boxes			
Yellow pages listing			
Business telephone listing			
Bank account names			
Location signage			
Car/truck signage			
Uniforms/clothing/name tags			
Delivery courier accounts			
Voice mail/on hold/evening messages			
E-mail addresses			
E-mail signature lines			

## INTERNAL EMPLOYEE

Topic	Pieces Available	Visual - Design Compliance	Message - Content Compliance
Newsletters			
HR related materials - payroll, benefits, etc.			
Break room display boards			
Vision and value posters			
Thank you templates to recognize employees			

## OTHER ITEMS

Topic	Pieces Available	Visual - Design Compliance	Message - Content Compliance