

# BRAND AUDIT CHECKLIST

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BrandMatters has developed a comprehensive audit check-list for organisations seeking to rebrand or refresh their current brand. This checklist should assist in conducting and completing a brand audit of all the touch points where an organisation's brand is present and requires update.

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## Why conducting a brand audit is critical

Conducting a complete audit of your brand is essential to ensuring a smooth and powerful brand refresh. Where an audit is not conducted, or not fully complete, there is the risk of the old logo and visual identity remaining on visible touch points after the new logo and visual identity has launched. This can create confusion both internally for stakeholders and externally for audiences.

A brand audit is more than just marketing collateral, and should take into consideration legal and risk arrangements, the redirection of web traffic, SEO and backlinking, HR and Induction, sponsorships, partnerships and IT applications and software.

Conducting a brand audit can help you to:

- ▶ Capture the extent of touch points where your brand is present and requires update – it may be more than you think!
- ▶ Will help in evaluating the extent of effort required in the update – how large is the task to complete?
- ▶ Allow you to identify specific touch points that should no longer be branded – brand audits are helpful in locating touch points where the brand can be retired.

This list is by no means exhaustive, and BrandMatters recommends consultation with internal marketing, IT, HR and legal teams to ensure all touch points are captured.

## Checklist

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### Advertising

- TV/Radio
- Digital banner ads
- Social
- Print
- Outdoor
- Sponsorship/associations

### Sales and marketing collateral

- Brand guidelines
- Direct mail
- Brochureware
- Proposals/estimate templates
- Sales presentations
- Trade show displays/exhibition stands
- In-store displays/point of sale
- Promotional items/merchandise/gifts
- Case studies
- White papers
- Newsletters
- Videos
- Presentation folders/posters
- Media kits/press releases
- PR copy

### Human Resources

- Expense claim forms
- Payslips and PAYG statements
- Induction program materials
- Recruitment agency briefs
- Job applications
- Internal communication tools
- Employee contracts and letters of offer
- Employee handbook

### Regulatory, Legal & Operational

- Legal documentation
- Annual Report
- Trademarks
- Copyrights

### Groups and associations

- Chamber of Commerce
- Industry associations
- Professional organisations
- Subscription providers

### Online

- Domain name and variations
- Website hosting providers
- Update website copy
- Update analytics
- Redirect old site
- Intranet
- Page titles
- Meta descriptions
- Google Webmaster Tools
- Update web directories
- Update backlinks
- Favicon
- SEO/SEM Marketing

### IT Systems & Applications

- All software applications
- Screensavers
- Email accounts/signatures
- Autoresponder emails
- Microsoft Word & Powerpoint
- Intranet

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## Checklist (cont.)

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### Social media profiles

- LinkedIn
- Facebook
- Twitter
- Google+
- Youtube
- Pinterest
- Instagram
- Other

### Announcement

- Press release
- Social media
- Email – internal
- Email – external

### Phone

- Phone number redirection
- Phone greetings
- Voicemail/answering service
- On hold messaging
- Caller ID

### Stationery

- Templates
- Report covers/folders
- With compliments slips
- Letterhead/envelopes/business cards
- Mailing labels
- Return address stamp
- Memos
- Templates/forms/personnel/IT
- Invoices/purchase orders
- Contracts
- Company fact sheets/overviews
- Internal manuals and user guides
- Client reviews
- Project updates
- Directories entries
- Security badges/ID lanyards
- Return authorisations
- Receipts

### Facilities/Signage

- Building, lift and lobby/directory board
- Door signage/interior way finding
- Parking lot
- Exterior way finding
- Internet and telephone listings
- Physical address and PO Box details
- Internal and external banners and signage
- Change of address notifications
- Mail redirection
- Courier account/deliveries

### Other

- Vehicle graphics
- Uniforms