

# Brand Exercise 03 / Brand audit checklist

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|---|--|
| <input type="checkbox"/> All versions of logos            | <input type="checkbox"/> Mobile or desktop apps                        |
| <input type="checkbox"/> All versions of taglines         | <input type="checkbox"/> Employee communications                       |
| <input type="checkbox"/> All versions of color guidelines | <input type="checkbox"/> Promotional materials (shirts, posters, etc.) |
| <input type="checkbox"/> All trademarks owned             | <input type="checkbox"/> Holiday cards                                 |
| <input type="checkbox"/> Product names                    | <input type="checkbox"/> External signage                              |
| <input type="checkbox"/> Letterhead                       | <input type="checkbox"/> Internal signage                              |
| <input type="checkbox"/> Envelopes                        | <input type="checkbox"/> Breakroom signage                             |
| <input type="checkbox"/> Labels                           | <input type="checkbox"/> Store displays                                |
| <input type="checkbox"/> Business cards                   | <input type="checkbox"/> Store layouts                                 |
| <input type="checkbox"/> Invoices                         | <input type="checkbox"/> Trade show booths                             |
| <input type="checkbox"/> Account statements               | <input type="checkbox"/> Packaging                                     |
| <input type="checkbox"/> Proposals                        | <input type="checkbox"/> Promotions                                    |
| <input type="checkbox"/> Folders                          | <input type="checkbox"/> Shopping bags                                 |
| <input type="checkbox"/> Forms                            | <input type="checkbox"/> Menus   |
| <input type="checkbox"/> Sales literature                 | <input type="checkbox"/> Merchandise                                   |
| <input type="checkbox"/> Product literature               | <input type="checkbox"/> Displays                                      |
| <input type="checkbox"/> Newsletters                      | <input type="checkbox"/> SEO results                                   |
| <input type="checkbox"/> Advertising campaigns            | <input type="checkbox"/> Vehicle signage                               |
| <input type="checkbox"/> PowerPoint templates             | <input type="checkbox"/> Uniforms                                      |
| <input type="checkbox"/> Website                          | <input type="checkbox"/> Voicemail                                     |
| <input type="checkbox"/> Press releases                   | <input type="checkbox"/> Email signature lines                         |
| <input type="checkbox"/> Intranet                         | <input type="checkbox"/> Email addresses                               |
| <input type="checkbox"/> Videos                           | <input type="checkbox"/> Thank-you cards                               |
| <input type="checkbox"/> Banners                          | <input type="checkbox"/> HR materials                                  |
| <input type="checkbox"/> Blogs                            |  |
| <input type="checkbox"/> Social networks                  |  |