Branding Checklist

Accounting & Sales

☐ Contracts
☐ Invoices
☐ Receipts
☐ AR/AP applications
☐ Checks
☐ Customer Relationship Software

Human Resources

☐ Breakroom branding
☐ HR notifications
☐ Employee newsletter
☐ HR forms
☐ Employee handbook
☐ Intranet

Employee Uniform/Accessories

☐ Badges/ID Cards
☐ Key cards
☐ Lanyards
☐ Uniforms
☐ Shirts
☐ Hats

Interior Signage

☐ Architectural signage
☐ Breakroom branding
☐ Conference room signage
☐ Wayfinding
☐ Motivational posters

Exterior Signage

☐ Exterior building logo
☐ Window clings
☐ Exterior doors
☐ Delivery entrance
☐ Business park
☐ Reserved parking
☐ Other directional signs

Vehicles

☐ Vehicle wraps and magnets

Digital Assets

☐ Email Signatures
☐ Email Templates
☐ Website
☐ Icons
☐ Social media platforms
☐ Key leader social media pages
☐ Google My Business page
☐ Partner websites
☐ Presentation decks

Print Assets

☐ Business Cards
☐ Letterhead
☐ Envelopes
☐ Brochures
☐ Catalogs
☐ Sales kits
☐ Sell sheets

Shipping and Receiving

☐ Shipping labels
☐ Bill of lading
☐ Shipping forms
☐ Boxes or packaging

Product Assets

☐ Packaging
☐ Labels
☐ Product inserts
☐ Instruction sheets

Promotional Merchandise

☐ T-shirts
☐ Stickers
☐ Hats
☐ Mugs

Other Ideas

☐ _____
☐ _____
☐ _____