



Branding Checklist

Below is a broad list of the many areas that require your thought when Branding your Business. Check them off once you have decided a **direction** and implemented an **action**. Feel free to add more if they apply to your business.

	Direction Decided	Action Taken
Company and/or Product Name:	<input type="checkbox"/>	<input type="checkbox"/>
Taglines:	<input type="checkbox"/>	<input type="checkbox"/>
Logos:	<input type="checkbox"/>	<input type="checkbox"/>
Colours:	<input type="checkbox"/>	<input type="checkbox"/>
Fonts and Typefaces:	<input type="checkbox"/>	<input type="checkbox"/>
Advertising:	<input type="checkbox"/>	<input type="checkbox"/>
Packaging:	<input type="checkbox"/>	<input type="checkbox"/>
Websites:	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle Signage:	<input type="checkbox"/>	<input type="checkbox"/>
The Purchasing and Service Experience:	<input type="checkbox"/>	<input type="checkbox"/>
Invoicing and Payment terms:	<input type="checkbox"/>	<input type="checkbox"/>
Interior office colours and design:	<input type="checkbox"/>	<input type="checkbox"/>
The customer experience on premises:	<input type="checkbox"/>	<input type="checkbox"/>
Trademarks:	<input type="checkbox"/>	<input type="checkbox"/>
Uniforms or Corporate clothing:	<input type="checkbox"/>	<input type="checkbox"/>
Music or Sound:	<input type="checkbox"/>	<input type="checkbox"/>
On hold and voicemail messages:	<input type="checkbox"/>	<input type="checkbox"/>
Consistent Phone Greetings:	<input type="checkbox"/>	<input type="checkbox"/>
Policy for customer interaction and complaints:	<input type="checkbox"/>	<input type="checkbox"/>
Store Background Music:	<input type="checkbox"/>	<input type="checkbox"/>
Email Signatures:	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>