

Branding Audit - Day 2

OVERALL STRATEGY REVIEW	DONE	NEEDS WORK	REDO	NA
My brand reflects what clients expect from me and my company				
The “look” of my materials reflects my philosophy				
My brand communication is consistent – online and off				
I continue to update my brand on a regular basis				
MARKETING STRATEGY REVIEW				
Marketing research (brand positioning, target audience)				
Directories or professional associations that I belong to?				
VISUAL IDENTITY REVIEW				
I have a set of rules that make up the look and feel of my company				
Logo				
I use standardized fonts throughout my materials				
Colors				
Graphic Elements				
Stationery (business cards, letterhead, envelopes)				
Professional headshot				
PROMOTIONAL COLLATERAL REVIEW				
Your tagline				
Press kit / media kit				
Press releases/news releases				
Advertising and promotion materials				
Handouts				
Presentation template				
Email signatures & campaigns				
Premiums or promotional items				
Custom Twitter background				
Newsletter or e-zine				
WEBSITE REVIEW				
URL/Website				
Blog				
Online media room				

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Audio / Video signatures (intros and/or outros)				
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