



BRAND CHECKLIST

Identify where your brand exists now, and where you'd like to be. This checklist serves as an inventory guide. Mark current with "C" and future with "F". Note if vehicles need to be updated to align with one another in terms of aesthetic and function.

Brand Locations: DIGITAL

- Primary Website
- Presentation: Ex. Video, Power Point, etc.
- Mobile App
- Web Advertisements: Ex. Local news sites / medical journals / provider directories / etc.
- Social Media: Ex. Facebook, Instagram, Twitter, LinkedIn, Vimeo, Youtube, etc.
- Digital Newsletter
- Podcast or Vlog
- Email Signature Graphic

Brand Locations: PRINT

- Collateral: Ex. Brochures, programs, books, whitepapers
- Business Cards
- Direct Mail Pieces
- Events: Ex. Display tools, booth design, etc.
- Stationary: Ex. Letterhead, envelopes, folders. Etc.
- Promotional Products: Ex. Calendars, magnets, gadgets, etc.

Brand Locations: ADVERTISING

- Print Ads
- Television Commercials
- Vehicle Wraps: Ex. Busses, taxis, etc.

Brand Locations: ONSITE

- Outdoor / indoor signage
- Staff dress
- Facility aesthetic (furniture, bricks-and-mortar features – paint, carpet, floor plan, signage)