

Brand Audit Checklist

This is a noncomprehensive starting place.

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