

BRAND CONSISTENCY CHECKLIST

Consider This >> The typical consumer requires at least **17 impressions of a brand** before considering a purchase. Seventeen. When your branding is not consistent, you're wasting impressions. Every customer touchpoint and marketing element should resemble each other, like a member of the same family.

ARE YOUR MARKETING ASSETS TELLING THE SAME STORY?

- Y N business name
- Y N logo
- Y N tagline
- Y N use of colors
- Y N fonts/typeface
- Y N vision/mission
- Y N about/bio
- Y N email signature
- Y N copyrights/trademarks

OFFLINE SPECIFIC

- Y N reception area
- Y N vehicle signage
- Y N exterior signage
- Y N business cards
- Y N stationery
- Y N brochures/flyers
- Y N proposals/quotes
- Y N packaging
- Y N customer service scripts
- Y N coupons/gift cards
- Y N advertisements
- Y N newsletters
- Y N logo'd clothing
- Y N powerpoint/presi
- Y N promotional items
- Y N displays/booth

ONLINE SPECIFIC

website and/or blog

- Colors consistent with offline materials
- URL is the same or a shortened version of actual organization name
- Logo matches offline version. This includes fonts and typefaces used.
- Copyright and trademarks shown

social media

- Profile picture consistent
- Background/Header/Cover graphic consistent
- "About" section consistent
- User names consistent
- Unique URLs consistent
- Links added
- Privacy settings reviewed

SOCIAL MEDIA SITES

good bets

- Facebook
- Instagram
- LinkedIn
- Pinterest
- SlideShare
- StumbleUpon
- Tumblr
- Twitter
- YouTube

may benefit

- About.me
- Behance
- DeviantArt
- Dribbble
- Flickr
- Foursquare
- LiveJournal
- MySpace
- Quora
- Periscope
- Reddit
- Tagged
- Vimeo
- Vine
- Wanelo
- Wikipedia
- Yelp



ACTION PLAN: THREE GOALS. SIX MONTHS. LET'S GO.

GOAL #1:

GOAL #2:

GOAL #3:

MONTH	ACTIONS TOWARD GOALS			DONE
	Each month, note three actions you can take to achieve one or all of your goals.			
	1			
	2			
	3			
	1			
	2			
	3			
	1			
	2			
	3			
	1			
	2			
	3			
	1			
	2			
	3			