

COMPANY BRANDING CHECKLIST:

Activity	Status
Company brand name and logo	<input type="checkbox"/>
Company tagline / slogan	<input type="checkbox"/>
Check for trademark infringement	<input type="checkbox"/>
Trademark registration	<input type="checkbox"/>
Company pantones / colour combinations	<input type="checkbox"/>
Company standard typeface, font and stationery	<input type="checkbox"/>
Brand / Logo standard usage and document positioning	<input type="checkbox"/>
Signage (Exterior - website, Internal - on premises)	<input type="checkbox"/>
Brand values / Brand culture	<input type="checkbox"/>
Company website design, development and upkeep	<input type="checkbox"/>
Company social media implementation and upkeep	<input type="checkbox"/>
Signage boards, banners etc. branding design and manufacture	<input type="checkbox"/>
Brochure / Leaflet / Poster design and print	<input type="checkbox"/>
Business Dictionary / Glossary / Notebooks / Stationery etc.	<input type="checkbox"/>
Business cards design and print	<input type="checkbox"/>
Corporate gifts (pens / social occasions etc.)	<input type="checkbox"/>
Corporate wear design and manufacture	<input type="checkbox"/>
Identify and appoint marketing manager / responsible party.	<input type="checkbox"/>
Identify company affiliates / partners	<input type="checkbox"/>