

# Branding/Rebranding Implementation Check List

BRAND ASSET	RESPONSIBLE PARTY	DATE DUE	DATE DELIVERED	NOTES
<b>WHO WE ARE</b>				
Corporate Mission				
Values				
Brand Vision				
Corporate Overview				
Guiding Principles				
Differentiators*				
Brand/Division Structure				
Corporate Staff Hierarchy per Brand/Division				
Market Research				
<b>CORE MESSAGES</b>				
Positioning Statement				
Tagline/Slogan				
Brand Attributes				
<b>TARGETED MESSAGES</b>				
Target Audience Profiles				
Key Messaging Strategy				
Brand Voice*				
<b>BRAND STANDARDS MANUAL</b>				
Design Ethos*				
Graphic Standards Manual:				
Print				
Web				
Logo Library				
Logo Guidelines				
Color Palette Definitions				
Typography Guidelines				
Imagery Guidelines				
Application Guidelines				
Creative Assets Library				
Boilerplate Guidelines				
<b>GENERAL/OPERATIONS</b>				
Business Cards				
Letterhead				
Letterhead Second Sheet				
Microsoft Word Letterhead Template				
Email Signature				
Fax Cover Sheet				
Invoice Template				

Business Envelopes				
Labels				
Thank You Card				
Thank You Card Envelopes				
Notepads				
Telephone Greetings/Messages				
Memo Template				
Signage:				
External Primary Signage				
Entrance/Door Signage				
Exterior Directional Signage				
Interior Primary Signage				
Interior Directional				
Vehicle:				
Cars/Trucks/Vans				
Required Uniforms/Apparel				
Promotional Items (T-shirts, pens, etc.)				
Name Badges/Guest Badges				

### **HUMAN RESOURCES**

Employee Handbook				
Job Descriptions				
Training Materials				
Recruitment Material Formats/Signatures				
Benefit Booklet Template				
Employee Publication Template				
Employment Agreements				
HR Branded Folder				
Corporate Overview and Welcome Letter				
Social Media Guidelines				
Welcome Video				
Recruitment Ad Format				

### **MARKETING/COMMUNICATIONS**

Website:				
Internet				
Intranet				
Blog				
Web Analytic Setup				
SEO Strategy:				
On-site				
Off-site				
Online Directory Setup				
Social Media:				
Account Creation/Set Up/Brand				
Social Media Calendar				
Facebook				
Twitter				

LinkedIn				
YouTube				
Pinterest				
Instagram				
Google+				
Presentation Folder (delete?)				
Print/Digital Collateral:				
Brochures				
Product Sheets				
Sales Materials				
Folders				
Posters				
Sales Materials				
Sales One-Sheets/Product Sheets				
Interactive PDF Presentation				
Binders				
Sales Video				
Mass Email Templates				
Point of Purchase Collateral				
Ad Campaigns				
Broadcast Campaigns				
Broadcast/Video Signature				
Print/Web Ads				
PPC Campaigns				
Direct Mail Campaigns				
Public Relations:				
PR Plan/Outline				
Press Release				
Press Kit				
eBlast Template				
Boilerplate Copy				
Internal Communications:				
Annual Report				
Dividend Check				
Stock Certificate				
Annual/Quarterly Reports Signatures				
Trade Show/Webinar/Seminar Materials				
Rebrand Launch Event				

**LEGAL/FINANCE**

Corporate Filing Documents				
Trademark Documents				
Contracts/Fine Print				
Statements				
Check Formats				
Credit Applications				
Membership/Customer Agreements				

Sales Order Forms				
Account Application Forms				
<b>CUSTOMER SERVICE</b>				
Service Scripts				
Surveys:				
Product Review				
Service Review				
Lead Tracking Forms				
FAQ Reference Guide				
Training Outline				
Secret Shopper Introduction				
Customer Evaluation Forms				

**\* Term Definitions**

**Differentiators** – unique features and/or benefits of a product, or aspects of a brand, that set it apart from competing products or brands.

**Brand Voice** – the purposeful, consistent expression of a brand through words and prose styles that engage and motivate. It’s true: The personality of your brand is determined, in large measure, by the words you use and the sentences you write.

**Design Ethos** – a Greek word meaning “character” that is used to describe the guiding beliefs or ideals that characterize a community, nation, or ideology.