

BRAND DELIVERABLE CHECKLIST

Developing a brand is a two pronged process that first requires strategic thinking to determine the meaning and value of your brand. The second step is visually communicating your new brand and applying it to all aspects of your business. This is the tangible application that creates a strong and unified front for your firm, but with it comes a long laundry list of items that will need to be updated.

To help you identify what these items are, BDN has developed this helpful guide.

01 ADVERTISING

- BILLBOARDS
- DIGITAL ADS
- PRINT
- TV

02 COLLATERAL/SALES TOOLS

- BROCHURES
- PRESENTATIONS
- PRODUCT CARDS

03 EXTERNAL COMMUNICATIONS

- ANNUAL REPORTS
- PRESS RELEASES

04 INTERNAL COMMUNICATIONS

- BRAND GUIDELINES
- EMPLOYEE COMMUNICATIONS
- HANDBOOKS
- NAME BADGES/IDENTIFICATION CARDS
- UNIFORMS

05 PRODUCT/PACKAGING

- BOXES
- MERCHANDISING
- PRODUCT APPLICATION
- TAGS

06 SIGNAGE

- INDOOR (POSTERS, DECALS, ENTRY ART, ETC.)
- OUTDOOR (MONUMENT SIGNS, DIGITAL DISPLAY, BUILDING SIGNAGE, ETC.)
- VEHICLE

07 STATIONERY/FORMS

- BUSINESS CARDS
- BUSINESS FORMS (INVOICES, CHECKS, ETC.)
- ENVELOPES
- LABELS
- LETTERHEAD

08 TRADESHOWS/EVENTS

- BOOTH/GRAPHICS/BANNERS
- LOGO'D BUSINESS ATTIRE
- NAME BADGES
- PROMOTIONAL ITEMS

09 WEB/DIGITAL PRESENCE

- EBOOKS/INFOGRAPHICS
- EMAIL SIGNATURES
- LANDING PAGES/BLOG
- NEWSLETTERS
- PARTNER SITES/SPONSORSHIPS
- SOCIAL MEDIA
- INTRANET
- VIDEOS
- WEBSITE