



## Brand Audit

BrandMatters has developed a comprehensive audit checklist for those needing to conduct a brand or logo review, refresh or replacement.

# Brand Audit

## Marketing

- Exhibition stands
- Merchandise/gifts
- Brand guidelines
- Media (press releases/packs)
- Brochureware
- Annual report
- Prospectus
- Posters
- Newsletters
- Advertising creative   
(print/TV/radio/outdoor)

## Human Resources

- Employee contracts and letters  
of offer
- Expense claim forms
- Payslips and group certificates
- Induction program materials
- Recruitment agency briefs
- Internal communication tools
- Intranet

# Brand Audit

## Facilities/Signage

- Internal and External banners & signage
- Building lift and lobby
- Internet and telephone listings
- Physical address and PO Box details
- Fax machine confirmation reports

## IT Systems and Applications

- Website
- Extranet
- Domain names
- Lotus/Microsoft Inbox email footers
- Screensavers
- All software applications
- Intranet

# Brand Audit

## Regulatory, Legal & Operational

- Company registration
- Company trademarks and registrations
- Resolutions
- Powers of attorney
- Money market interest statements
- SLA's
- Certificate of incorporation
- Certificate of registration
- Master custody agreement

## Stationery

- Templates
- Report covers
- With compliments slips
- Letterhead and envelopes
- Contract/redemption note
- Business cards
- Continuation page
- Memo
- Fax cover
- Templates/forms/personnel/IT
- Invoices
- Company Fact sheets/overviews
- Internal manuals and user guides
- Client reviews
- Project updates
- Directories entries—phone fax email



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