

Make a list of all current marketing communications material being used; consider if it is still needed and if it is, make arrangements to have it reprinted in line with the new branding guidelines. Please find below a checklist of where you may need to update the new brand.

BRANDING CHECKLIST

- Advertising - Online
- Advertising - Printed
- Affiliate links on others websites
- Annual reports
- Brochures & flyers
- Building signage – interior & exterior
- Business cards – *see template in Branding Guidelines*
- Contracts & agreements
- Commercial partnership/JV names & logos
- Compliment slips
- Diaries
- Directory listings (online & printed)
- Email signatures
- Envelopes
- Event material
- E-zines
- Headed paper (*TIP: Use digital header and print onto higher quality paper*)
- Invoices & payment notes
- Membership forms
- Newsletters
- Policy documents
- Posters
- Presentation templates
- Press releases & press packs
- Promotional materials (pens, bags etc.)
- Publications
- Roller banner/Pop up stand display/Exhibition stands
- Rubber Stamps
- Social Media
- Surveys
- Videos
- Website
- Yearbooks