

Identity Element Audit

Are these elements appealing to your target market? Do they communicate your core message?

	Supportive	Neutral	Disruptive	Don't Have	Don't Need
Firm Name					
Logo					
Company colors					
Domain Name					
Email Addresses					
Letterhead					
Invoices / Forms					
Proposals					
Sales Letters					
Marketing Materials					
Customer Kit					
Newsletter					
Advertising					
Logowear					
Vehicles					
Reception					
Office					



Branding Guidelines

Is everyone presenting a consistent brand? Have employees fill out what they use for their fonts, signature, etc, and see if they correlate.

Logo	
Additional Logo	
Corporate Colors	
Tagline	
15-second elevator pitch	
Header font	
Body Font	
Email Signature Outbound	
Email Signature Reply	
Voicemail Message	
Greeting Message	

