

# BRAND AUDIT: TOP 10 ITEMS

## 1 CONSIDER INTERIOR & EXTERIOR DESIGN FINISHES

Does your paint color tie to your brand story? Are finishes outdated? Do they reflect your quality of operation?

## 2 DEFINE A FOCAL POINT

Is your brand name present? Have you used texture to define space? Is the desk clutter-free? Tape is the enemy!

## 3 RENOVATION

Does your building reflect a positional leader? Or are you trying to catch up with the pack? Consider an update every seven years.

## 4 EVALUATE YOUR LOGO

Simplify your logo, icon use, hierarchy, font readability, hidden messaging, and pixel versus vector files.

## 5 SOCIAL MEDIA

When starting out, just pick one or two platforms and focus on authenticity and content quality.

## 6 WORK WITH A PHOTOGRAPHER

Keep your photography fresh. Work with a photographer to plan strategic shoots to showcase the message through images that align with your tour stops.

## 7 MONUMENT & BUILDING SIGNS

Is there adequate lighting? Is the landscaping manicured around the signage? Are the signs visible from the road? Make sure your monument is well-maintained.

## 8 BRAND STORIES

Have you considered tour stops? Is your message clear and displayed? How is your message displayed and is it aligned with your brand priorities?

## 9 VEHICLE GRAPHICS

Do your vehicles speak to your brand? Are they clean? Are they painted and in good repair? Do they run?

## 10 BRAND GUIDE

Have a brand guide and FOLLOW IT!