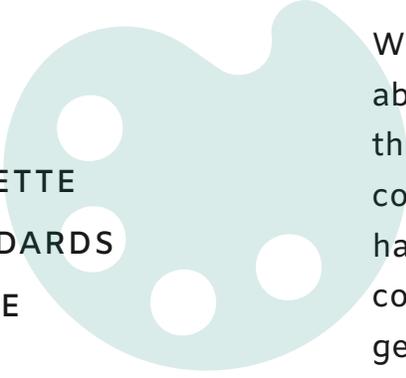


# BRAND AUDIT CHECKLIST

## CREATIVE

- LOGO(S)
- COLOR PALETTE
- FONT STANDARDS
- STYLE GUIDE



What do your visual brand assets convey about your organization? How accurately do they reflect your target audience? Are they consistent throughout all usage? Do you have a comprehensive style guide to ensure consistency whenever a new creative asset is generated?

## MESSAGING

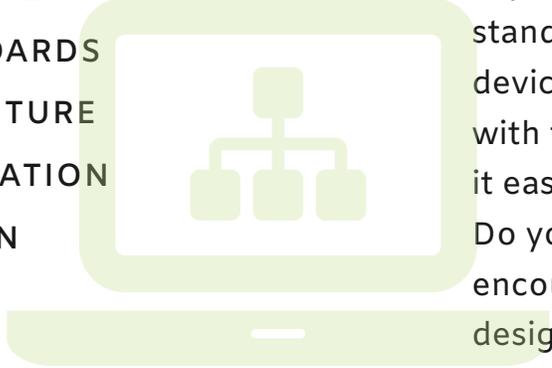
- PITCH
- TAGLINE
- TONE
- FEATURES/BENEFITS



Does your pitch highlight your unique value proposition (UVP) within just a few sentences? Does your tagline succinctly and coherently summarize your mission and/or offerings? How does the tone of your core messaging reflect your brand? How effectively does it communicate with your core audience? Do you have a clearly defined set of features & benefits that differentiate you from competition?

## WEBSITE

- STANDARDS
- STRUCTURE
- NAVIGATION
- DESIGN



Is your website up-to-date with the latest standards of design, accessibility, and cross-device compatibility? Is the content structured with the proper hierarchy of information? Is it easy for potential customers to navigate? Do you include relevant calls-to-action to encourage user action? Does it reflect the design standards outlined in your style guide?

## SOCIAL

- PROFILES
- CHANNELS
- BRANDING
- ENGAGEMENT
- FREQUENCY



Have you set up company profiles on all relevant social media and business listing sites? Has each profile been completed with accurate business information? Do the design elements and messaging reflect your core brand standards? Does each account encourage user engagement through conversation/messaging tools, post interactions, and relevant CTAs? Are you adding and updating content with enough frequency (at minimum bi-weekly) to keep users engaged and interested? Is the content in all channels relevant, useful and captivating to your target audience?

## COLLATERAL

- PRESENTATIONS
- PRODUCT SHEETS
- DEMOS



Do you have a bank of marketing collateral for the sales team to attract and engage potential customers? Do you have accurate and properly-branded product sheets to provide more information to customers? Are editable presentation decks available to your sales team to customize for potential new clients? Do you offer demos or trials (guided or un-guided) that provide an accurate experience of your offerings? Are these assets being utilized across your website and social media to encourage next-step engagement?

# SELLERANT "REAL WORLD" EXAMPLE

## LOGOS

LIGHT BACKGROUND



DARK BACKGROUND



BRAND MARK



## TYPOGRAPHY

LOGO + HEADINGS

**AMIKO SEMIBOLD**

UPPERCASE, TRACKING 200

TAGLINE

AMIKO SEMIBOLD

UPPERCASE, TRACKING 300

BOLD TEXT

**Amiko Bold**

SENTENCE CASE, NO TRACKING

PARAGRAPH TEXT

Amiko Regular

SENTENCE CASE, NO TRACKING

PRIMARY PANTONE 7740C #3A913F	SECONDARY PANTONE 365C #C0DF88	TERTIARY PANTONE 327C #008375	TERTIARY PANTONE 330C #00524C	NEUTRAL PANTONE 422C #9EA2A2	NEUTRAL PANTONE 419C #212322
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**TAGLINE:** Accelerate Growth

**10-SECOND PITCH:** Integrated strategy, marketing, and sales for B2B companies from concept through validation, scale, and emerging enterprise. Stage aligned and budget aligned to accelerate growth.

**UVP:** As a fully managed, integrated strategy, marketing, and sales solutions partner, we deliver stage-aligned and budget-aligned strategy, systems, support, and staff to accelerate growth at every phase of a business lifecycle.

**THEME/TONE:** Experienced, prescriptive, specialist, advisory. We are subject matter experts in strategy, marketing, and sales for startups, scale-ups, and investors. We are confident and passionate, but not arrogant or overly emotional.

**VALUE WE DELIVER:**

- For investors: Make your entrepreneurial capital more efficient.
- For startup founders: Scale, pivot or fail faster with less cost, burden & risk.
- For scale-up and emerging growth companies: Achieve sustainable revenue growth while integrating and improving ROI on sales and marketing strategy, staff, and systems investments.

