

END OF THE YEAR

# Branding Checklist

## 1. Review Logo Assets

- DID YOU HAVE ALL THE VERSIONS YOU NEEDED?
- DO YOUR ASSETS FEEL COHESIVE?
- DO YOU HAVE ALL THE FILE FORMATS YOU NEED?
- ARE THEY ORGANIZED CORRECTLY?

*If you answered no to 1 or more, make a plan to update!*  
[Use our Brand Overview Template to organize your assets.](#)

## 2. Website Housekeeping

- MAKE SURE CONTACT INFORMATION IS UP-TO-DATE
- MAKE SURE CONTACT FORMS ARE GOING TO THE RIGHT EMAIL ADDRESS
- UPDATE TO ©2024 WHEREVER NEEDED
- REVIEW STAFF (*and board if nonprofit*) AND MAKE UPDATES IF NEEDED

## 3. Brand Personality

- COULD YOU NAME YOUR BRAND VOICE IN 3 WORDS?
- COULD YOU DESCRIBE YOUR BRAND STYLE IN 3 WORDS?
- DO YOU HAVE YOUR BRAND VALUES WRITTEN DOWN?

*If you are unsure, use our Brand Personality Worksheet to find out.*