

# BRAND AUDIT CHECKLIST

Have you checked the following locations for branded content?

Signage and fitout

**Add audit locations to the checklist that are specific to your brand:**

Printed material

Promotional goods

Website

Google my Business  
Your google business profile

Social media

Documents & Presentations

Email signatures

Fleet and transport signage

Sponsored locations (3rd party)

Stationery  
Letterheads, office equipment, etc.

Business cards

Brand resources  
Brochures, capability statements, case studies

Corporate policies

Invoice, quote, RFP template

Corporate merchandise

Client portals