STEP 1
Gather (or print) all materials that are related to your brand:
- Business cards and stationery
- Marketing brochures or flyers
- Print advertising
- Event invitations
- Conference materials
- Website
- Blog or other content marketing
- Online advertising
- Social media profiles
- Email newsletters

STEP 2
Review your materials and answer the following questions:
- Are you using your logo and brand colors consistently? [YES] [NO]
- Is there a consistent look throughout? [YES] [NO]
- Is your mission and impact communicated clearly? [YES] [NO]
- Are you speaking to your intended audience? [YES] [NO]
- Does your unique voice shine through? [YES] [NO]
- Are there clear calls to action? [YES] [NO]
- Are you using print and online channels that your audience uses? [YES] [NO]
- Is your blog and/or content marketing written in your voice? [YES] [NO]

BONUS
Show your marketing materials to a friend, neighbor or family member and ask them, “What does this organization do?”

REVIEW
More than one “NO?” It’s time to redesign your branding so that it accurately expresses your organization and reaches the right people.

NEED HELP?
Schedule a 1-hour branding consultation to review your current branding and discuss areas of improvement.