
Brand Activation Checklist

Brand development is an essential component of business success — but a brand can only be great when it is activated consistently. Use this checklist to help you define plans and stick to deadlines as you integrate your new brand into every point of contact with your audiences.





Brand Activation Checklist

	UPDATE LOGO	UPDATE MESSAGING	OWNER	START DATE	DUE DATE	NOTES	STATUS
ADMINISTRATIVE							
EMAIL							
Signatures	<input type="checkbox"/>	<input type="checkbox"/>					
Autoresponder emails	<input type="checkbox"/>	<input type="checkbox"/>					
	<input type="checkbox"/>	<input type="checkbox"/>					
INTERNAL DOCUMENTS							
Contracts	<input type="checkbox"/>	<input type="checkbox"/>					
Credit applications	<input type="checkbox"/>	<input type="checkbox"/>					
Powerpoint templates	<input type="checkbox"/>	<input type="checkbox"/>					
Word Templates	<input type="checkbox"/>	<input type="checkbox"/>					
Excel Templates	<input type="checkbox"/>	<input type="checkbox"/>					
Invoices	<input type="checkbox"/>	<input type="checkbox"/>					
Purchase orders	<input type="checkbox"/>	<input type="checkbox"/>					
Receipts	<input type="checkbox"/>	<input type="checkbox"/>					
Estimates	<input type="checkbox"/>	<input type="checkbox"/>					
Return authorizations	<input type="checkbox"/>	<input type="checkbox"/>					
Vendor notice	<input type="checkbox"/>	<input type="checkbox"/>					
Annual Reports	<input type="checkbox"/>	<input type="checkbox"/>					
NDA's	<input type="checkbox"/>	<input type="checkbox"/>					
Customer service scripts	<input type="checkbox"/>	<input type="checkbox"/>					
GENERAL OFFICE							
Business cards	<input type="checkbox"/>	<input type="checkbox"/>					
Stationary/letterhead	<input type="checkbox"/>	<input type="checkbox"/>					
Mailing labels	<input type="checkbox"/>	<input type="checkbox"/>					
Name/security badges	<input type="checkbox"/>	<input type="checkbox"/>					
Voicemail	<input type="checkbox"/>	<input type="checkbox"/>					
On hold messaging	<input type="checkbox"/>	<input type="checkbox"/>					
Uniforms	<input type="checkbox"/>	<input type="checkbox"/>					



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ADMINISTRATIVE							
SIGNAGE							
Building	<input type="checkbox"/>	<input type="checkbox"/>					
Lobby	<input type="checkbox"/>	<input type="checkbox"/>					
Door	<input type="checkbox"/>	<input type="checkbox"/>					
Interior	<input type="checkbox"/>	<input type="checkbox"/>					
LEGAL & FINANCIAL							
Trademarks	<input type="checkbox"/>	<input type="checkbox"/>					
Copyrights	<input type="checkbox"/>	<input type="checkbox"/>					
HR							
Operations manual	<input type="checkbox"/>	<input type="checkbox"/>					
Training materials	<input type="checkbox"/>	<input type="checkbox"/>					
Benefits Kits	<input type="checkbox"/>	<input type="checkbox"/>					
Employee handbook	<input type="checkbox"/>	<input type="checkbox"/>					
ONLINE							
WEBSITE							
Website copy	<input type="checkbox"/>	<input type="checkbox"/>					
Logo (all appearances)	<input type="checkbox"/>	<input type="checkbox"/>					
Analytics	<input type="checkbox"/>	<input type="checkbox"/>					
Meta descriptions	<input type="checkbox"/>	<input type="checkbox"/>					
Favicon	<input type="checkbox"/>	<input type="checkbox"/>					



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ONLINE							
SOCIAL MEDIA PROFILES							
Linkedin	<input type="checkbox"/>	<input type="checkbox"/>					
Facebook	<input type="checkbox"/>	<input type="checkbox"/>					
Twitter	<input type="checkbox"/>	<input type="checkbox"/>					
Google+	<input type="checkbox"/>	<input type="checkbox"/>					
Youtube	<input type="checkbox"/>	<input type="checkbox"/>					
Pinterest	<input type="checkbox"/>	<input type="checkbox"/>					
Instagram	<input type="checkbox"/>	<input type="checkbox"/>					
Houzz	<input type="checkbox"/>	<input type="checkbox"/>					
Other	<input type="checkbox"/>	<input type="checkbox"/>					
EXTERNAL							
ADVERTISING							
TV	<input type="checkbox"/>	<input type="checkbox"/>					
Radio	<input type="checkbox"/>	<input type="checkbox"/>					
Digital banner ads	<input type="checkbox"/>	<input type="checkbox"/>					
Adwords	<input type="checkbox"/>	<input type="checkbox"/>					
Print ads	<input type="checkbox"/>	<input type="checkbox"/>					
Billboards	<input type="checkbox"/>	<input type="checkbox"/>					
Vehicle graphics	<input type="checkbox"/>	<input type="checkbox"/>					
Sponsorships	<input type="checkbox"/>	<input type="checkbox"/>					
Yellow Pages	<input type="checkbox"/>	<input type="checkbox"/>					
Other	<input type="checkbox"/>	<input type="checkbox"/>					



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	UPDATE LOGO	UPDATE MESSAGING	OWNER	START DATE	DUE DATE	NOTES	STATUS
EXTERNAL							
PRODUCT INFO							
Product spec sheets	<input type="checkbox"/>	<input type="checkbox"/>					
Product catalogs	<input type="checkbox"/>	<input type="checkbox"/>					
Product packages	<input type="checkbox"/>	<input type="checkbox"/>					
Product labels	<input type="checkbox"/>	<input type="checkbox"/>					
Product demos	<input type="checkbox"/>	<input type="checkbox"/>					
SALES & MARKETING COLLATERAL							
Direct mail	<input type="checkbox"/>	<input type="checkbox"/>					
Brochures	<input type="checkbox"/>	<input type="checkbox"/>					
Proposals	<input type="checkbox"/>	<input type="checkbox"/>					
Sales presentations	<input type="checkbox"/>	<input type="checkbox"/>					
Trade show displays	<input type="checkbox"/>	<input type="checkbox"/>					
In-store displays	<input type="checkbox"/>	<input type="checkbox"/>					
Promotional items	<input type="checkbox"/>	<input type="checkbox"/>					
Case studies	<input type="checkbox"/>	<input type="checkbox"/>					
White papers	<input type="checkbox"/>	<input type="checkbox"/>					
Newsletter	<input type="checkbox"/>	<input type="checkbox"/>					
Videos	<input type="checkbox"/>	<input type="checkbox"/>					
Presentations folders	<input type="checkbox"/>	<input type="checkbox"/>					
Boilerplate PR copy	<input type="checkbox"/>	<input type="checkbox"/>					
SUPPORT							