



BRAND SYNCHRONIZATION
CHECKLIST

CIM Marketing Partners is pleased to help you work through our Brand Synchronization Process to bring your brand (in all of its uses) to cohesive “harmony.” This is paramount for building an ever-strong brand impression across the board.

When a company has been around for years and has had a number of employees come and go, there’s a pretty good chance that your brand (that is, your logo and branding elements, such as colors and marks) may not always be used appropriately. Typically, over time, when there isn’t a diligent effort regarding brand usage, your logo may be used in the wrong color, it may be stretched, it may not be used in the proper resolution,

etc. Our Brand Synchronization Process will assist in reviewing the state of your company’s brand and then offer a path to shoring up any weaknesses.

The list below will help you gather up examples of all the ways your entire team is using the brand, uncover any inconsistencies and then develop a path to corral the future use of the logo/branding elements going forward.

Once the examples are gathered up and analyzed, it is not uncommon to discover that multiple team members, over time, have used altered or incorrect versions of your logo. Ultimately, you will need to provide the entire team with a strict usage guideline document and appropriate logo files to be used.

Documents/Templates:

- ☐ Letter of Transmittal
- ☐ Memorandum
- ☐ Courier form
- ☐ Client intake form or other intake documents
- ☐ Case closed form or other case closed documents
- ☐ Various business letters (electronic versions in addition to your commercially printed letterhead)
- ☐ Business presentations, such as PowerPoint documents (different team members may have various versions)
- ☐ Proposals, bids and/or RFPs
- ☐ Fax cover sheet

Graphic Files:

- ☐ All electronic file versions of the firm logo accessible to the team

Website:

- ☐ The logo itself and its branding elements/colors

Email:

- ☐ The entire team's/company's signature blocks

Social Media:

- ☐ All social media firm landing pages (Facebook, Instagram, LinkedIn, YouTube, etc.)
- ☐ All team member's LinkedIn profiles (if your logo appears there)

Business Stationery System:

- ☐ Letterhead/second sheets
- ☐ Business cards
- ☐ Various envelopes
- ☐ Labels/stickers
- ☐ Note cards and envelopes
- ☐ Invoices

- ☐ Statements
- ☐ Client document binders
- ☐ Presentation covers



Documents/Templates:

- ☐ Firm pocket folder and inserts
- ☐ Brochures/flyers
- ☐ Rack cards
- ☐ Sales sheets/practice area descriptions
- ☐ Newsletters
- ☐ Firm announcements
- ☐ Direct mail pieces



Signage:

- ☐ Building exterior/interior (such as at the reception area)

Promotional items:

- ☐ Notepads
- ☐ Shirts/hats
- ☐ Pens
- ☐ Other (anything branded that the firm gives away)

Advertising:

- ☐ Television ads
- ☐ Print ads and announcements
- ☐ Online paid advertisements
- ☐ Web banner ads
- ☐ Banners used at trade shows or sponsorship events
- ☐ Directory advertising (Awvo, Super Lawyers, Best Lawyers, etc.)

Next Steps:

Once you've gathered the above assets and reviewed everything to determine the depth of inconsistent use of your brand, you'll want to develop a plan to bring everything into alignment. Some things you can correct quickly (like adjusting the company email signature block to be the same format for everyone). Other things can be corrected on the next print run, when you print a new supply of letterhead or envelopes.

If you don't have a brand usage guideline document, have a qualified person develop one for your entire team to use. This same person (or agency) can also provide a full collection of logo files (multiple file formats) for everyone to start using wherever needed, helping ensure your brand is being used appropriately everywhere.

Finally, take a look at your logo. A Brand Synchronization offers an excellent time to refresh a brand, before you prepare to roll it out for use moving forward. Perhaps your business has evolved; maybe the competitive landscape has shifted. Or, your colors are too "80s." CIM Marketing Partners is never a firm to change a logo simply to change it, but we do keep an eye toward opportunities to freshen brands periodically. If you would like to discuss this, please contact our team at 702.944.2464 or info@cimmp.com.

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