

| Branding Touchpoints   | New - consider adding | Branding/logo is correct | Branding/logo needs updating | To be reviewed on | Action by | To be completed by | Comments |
|--|-----------------------|--------------------------|------------------------------|-------------------|-----------|--------------------|----------|
| <b>Stationery</b>  |                       |                          |                              |                   |           |                    |          |
| Business cards   |                       |                          |                              |                   |           |                    |          |
| Letterheads  |                       |                          |                              |                   |           |                    |          |
| Invoice paper  |                       |                          |                              |                   |           |                    |          |
| Compliment slips   |                       |                          |                              |                   |           |                    |          |
| Address labels   |                       |                          |                              |                   |           |                    |          |
| Envelopes  |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
| <b>Templates</b>   |                       |                          |                              |                   |           |                    |          |
| Word documents   |                       |                          |                              |                   |           |                    |          |
| PowerPoint templates   |                       |                          |                              |                   |           |                    |          |
| Email footers  |                       |                          |                              |                   |           |                    |          |
| Zoom or Teams backgrounds                                    |                       |                          |                              |                   |           |                    |          |
| Social media templates                                       |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
| <b>Signage - internal</b>                                    |                       |                          |                              |                   |           |                    |          |
| Reception  |                       |                          |                              |                   |           |                    |          |
| Public areas   |                       |                          |                              |                   |           |                    |          |
| Toilets  |                       |                          |                              |                   |           |                    |          |
| Lifts/Stairwells etc   |                       |                          |                              |                   |           |                    |          |
| Digital displays   |                       |                          |                              |                   |           |                    |          |
| Window displays  |                       |                          |                              |                   |           |                    |          |
| Wayfinding - directional signage                             |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
| <b>Signage - external</b>                                    |                       |                          |                              |                   |           |                    |          |
| Front door   |                       |                          |                              |                   |           |                    |          |
| Car park   |                       |                          |                              |                   |           |                    |          |
| Car park entrance  |                       |                          |                              |                   |           |                    |          |
| Directional - how to find parking, reception, deliveries etc |                       |                          |                              |                   |           |                    |          |
| Digital signage  |                       |                          |                              |                   |           |                    |          |
| Shop frontage  |                       |                          |                              |                   |           |                    |          |
| Van livery   |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
| <b>Customer communications</b>                               |                       |                          |                              |                   |           |                    |          |
| Website  |                       |                          |                              |                   |           |                    |          |
| SEO  |                       |                          |                              |                   |           |                    |          |
| Emails   |                       |                          |                              |                   |           |                    |          |
| Text/SMS   |                       |                          |                              |                   |           |                    |          |
| Call centre contact  |                       |                          |                              |                   |           |                    |          |
| Telephone - how call is answered                             |                       |                          |                              |                   |           |                    |          |
| Telephone - voicemail message                                |                       |                          |                              |                   |           |                    |          |
| Brochures/Catalogues/Leaflets                                |                       |                          |                              |                   |           |                    |          |
| Newsletter   |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
| <b>Social Media</b>  |                       |                          |                              |                   |           |                    |          |
| Twitter  |                       |                          |                              |                   |           |                    |          |
| Facebook   |                       |                          |                              |                   |           |                    |          |
| Instagram  |                       |                          |                              |                   |           |                    |          |
| LinkedIn - company page                                      |                       |                          |                              |                   |           |                    |          |
| LinkedIn - personal pages - heads of departments             |                       |                          |                              |                   |           |                    |          |
| TikTok   |                       |                          |                              |                   |           |                    |          |
| YouTube  |                       |                          |                              |                   |           |                    |          |
| Vimeo  |                       |                          |                              |                   |           |                    |          |
| Pinterest  |                       |                          |                              |                   |           |                    |          |
| Snapchat   |                       |                          |                              |                   |           |                    |          |
| Clubhouse  |                       |                          |                              |                   |           |                    |          |
| WhatsApp   |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
| <b>Promotional considerations</b>                            |                       |                          |                              |                   |           |                    |          |
| Recruitment advertising                                      |                       |                          |                              |                   |           |                    |          |
| TV adverts   |                       |                          |                              |                   |           |                    |          |
| Radio  |                       |                          |                              |                   |           |                    |          |
| Press adverts  |                       |                          |                              |                   |           |                    |          |
| Press releases   |                       |                          |                              |                   |           |                    |          |
| PPC assets   |                       |                          |                              |                   |           |                    |          |
| Sponsorships   |                       |                          |                              |                   |           |                    |          |
| Exhibition stands  |                       |                          |                              |                   |           |                    |          |
| Merchandise  |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |
|  |                       |                          |                              |                   |           |                    |          |

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| <b>Staff</b>                   |                       |                          |                              |                   |           |                    |          |
| Uniform                        |                       |                          |                              |                   |           |                    |          |
| Name badges                    |                       |                          |                              |                   |           |                    |          |
| How to greet customers         |                       |                          |                              |                   |           |                    |          |
| Shoes!                         |                       |                          |                              |                   |           |                    |          |
|                                |                       |                          |                              |                   |           |                    |          |
|                                |                       |                          |                              |                   |           |                    |          |
| <b>Internal communications</b> |                       |                          |                              |                   |           |                    |          |
| Emails                         |                       |                          |                              |                   |           |                    |          |
| Newsletters                    |                       |                          |                              |                   |           |                    |          |
| Posters                        |                       |                          |                              |                   |           |                    |          |
| Signage                        |                       |                          |                              |                   |           |                    |          |
| Handbooks                      |                       |                          |                              |                   |           |                    |          |
|                                |                       |                          |                              |                   |           |                    |          |
|                                |                       |                          |                              |                   |           |                    |          |