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	<b>5</b>	Branding/logo is correct	o ge	To be reviewed on		To be completed by	
	New - consider adding	ogo	Branding/logo needs updating	€W€		ple	
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Branding Touchpoints	le v	Brandin <sub>i</sub> correct	rar	o b	Action by		Comments
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Stationery							
Business cards							
Letterheads							
Invoice paper							
Compliment slips							
Address labels							
Envelopes							
Templates							
Word documents							
PowerPoint templates							
Email footers							
Zoom or Teams backgrounds Social media templates							
Social media templates							
Signage - internal							
Reception	-						
Public areas Toilets							
Toilets Lifts/Stairwells etc							
Digital displays							
Window displays							
Wayfinding - directional signage							
Signage external							
Signage - external Front door							
Car park							
Car park entrance							
Directional - how to find parking, reception, deliveries etc							
Digital signage							
Shop frontage							
Van livery							
Customer communications							
Website							
SEO - "							
Emails Text/SMS							
Call centre contact							
Telephone - how call is answered							
Telephone - voicemail message							
Brochures/Catalogues/Leaflets							
Newsletter							
Social Media							
Twitter				-		-	
Facebook							
Instagram LinkedIn - company page	-						
LinkedIn - company page LinkedIn - personal pages - heads of departments	<del>                                     </del>						
TikTok							
	t						
YouTube							
Vimeo							
Vimeo Pinterest							
Vimeo Pinterest Snapchat							
Vimeo Pinterest Snapchat Clubhouse							
Vimeo Pinterest Snapchat							
Vimeo Pinterest Snapchat Clubhouse							
Vimeo Pinterest Snapchat Clubhouse WhatsApp							
Vimeo Pinterest Snapchat Clubhouse WhatsApp  Promotional considerations							
Vimeo Pinterest Snapchat Clubhouse WhatsApp  Promotional considerations Recruitment advertising							
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Branding Touchpoints	New - consider adding	Branding/logo is correct	Branding/logo needs updating	To be reviewed on	Action by	To be completed by	Comments		
Staff									
Uniform									
Name badges									
How to greet customers									
Shoes!									
Internal communications									
Emails									
Newsletters									
Posters									
Signage									
Handbooks									
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