

Brand collateral checklist

Checklist of material to be considered during course of audit.

Item	Yes	No	NA	Notes
Business premises – external				photography required
Business premises – internal				photography required
Website				screen capture
Business cards				collect samples
Letterheads				collect samples
With compliments slips				collect samples
Invoices and estimates				collect samples
Marketing brochures				collect samples
Press advertisements				collect samples
Online advertisements				screen capture
Other printed material & correspondence				collect samples
Staff presentation				photography or observation
Verbal scripts				collect samples
Vehicle signage				photography required
Other signage				photography required
Other collateral?				

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