

Brand Checklist

A concise review of strategy, identity, experience and governance.

Prepare individually. Align together.

HOW TO USE THIS RESOURCE

A structured working document

Complete the relevant sections before a shared review. Distinguish observed evidence from assumptions, identify the decision owner and record what must be resolved before work begins.

01 / POSITIONING IS SPECIFIC AND CREDIBLE

Positioning is specific and credible

Evidence, decisions, owners and unresolved questions

NOTES

02 / AUDIENCE PRIORITIES ARE DOCUMENTED

Audience priorities are documented

Evidence, decisions, owners and unresolved questions

NOTES

03 / IDENTITY WORKS ACROSS PRIORITY CHANNELS

Identity works across priority channels

Evidence, decisions, owners and unresolved questions

NOTES

04 / MESSAGES HAVE A CLEAR HIERARCHY

Messages have a clear hierarchy

Evidence, decisions, owners and unresolved questions

NOTES

05 / TEMPLATES MATCH REAL WORKFLOWS

Templates match real workflows

Evidence, decisions, owners and unresolved questions

NOTES

06 / STANDARDS HAVE ACCOUNTABLE OWNERS

Standards have accountable owners

Evidence, decisions, owners and unresolved questions

NOTES

NEXT STEPS

Turn preparation into an accountable brief

Review the completed resource with the people responsible for the decision and delivery. Agree the priority question, evidence gaps, approval pathway and immediate next step.

This resource provides general planning guidance. It is not legal, financial, regulatory or accessibility advice.

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