

Brand Spring Clean CHECKLIST

WWW.HEY-CARL.COM | HELLO@HEY-CARL.COM

VISUAL IDENTITY

- Logo Review:** Does your logo still accurately represent your brand? Is it scalable, versatile and recognizable?
- Color Palette:** Are your colors still reflective of your brand's personality and appealing to your target audience? Is there a way to expand on your colors, refresh them or add a new one just for the season?
- Brand Fonts:** Make sure your fonts are legible, consistent across all platforms, and convey the right tone for your brand.
- Imagery & Graphics:** Review your stock of images and graphics. Do they still align with your brand identity and current marketing goals?

DIGITAL PRESENCE

- Website Walkthrough:** Check for outdated content, broken links, and user experience. Is your website navigation easy to use/intuitive? Is your brand story clearly communicated?
- Social Media Sweep:** Update profile pictures, broken links, banners, cover images and consider archiving posts that no longer fit your brand's direction.
- Email Signature:** Make sure your email signature has your current contact information in it, a nice headshot (or your brand logo), a link to your website, portfolio and/or a CTA for any special services, offerings or sales you have going on.

CONTENT STRATEGY

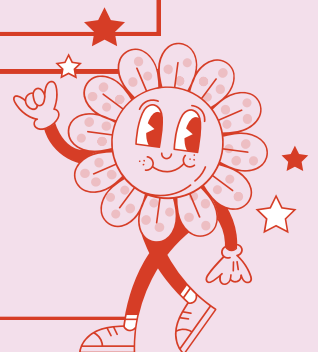
- Content Audit:** Review your blog posts, articles, and social media content. Which pieces drove the most engagement? Which topics resonated with your audience? Anything that can be repurposed, removed or have the spotlight on it, do it!
- Content Calendar:** Plan your content for the next quarter. Incorporate seasonal topics, company milestones, any promotional campaigns or focus on a single service/offer for the next quarter. Look ahead and get rid of what's no longer serving you, then plan for your new direction for the quarter.
- Engagement Plan:** Think of some ways to engage with your audience. Consider contests, Q&A sessions, something that's seasonal and playful, maybe partner with another biz.

BRAND COMMITMENT

- Mission and Values:** Reflect on your brand's mission and values. Do they still align with your business goals and customer expectations? Have you forgotten about them or stepped too far away from them and need to recorrect?
- Target Audience:** Has your target audience evolved? Update your customer personas/ICAs to reflect your current position, or redirect your position to realign with your audience. Maybe you've gained some segments in your audience, build your brand to nurture your people.
- Feedback:** Gather feedback from you current customers, employees, and partners. Use the insight to inform your brand direction and any possible refresh.

FINAL TOUCHES

- Consider a brand style guide upgrade, or to get a brand style guide done for you by Hey, Carl!
- If you have a team, make sure everyone is on board and understands any changes.
- Launch your updates to your audience! Share the exciting news and get some new engagement.



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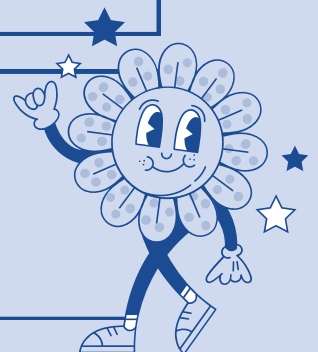
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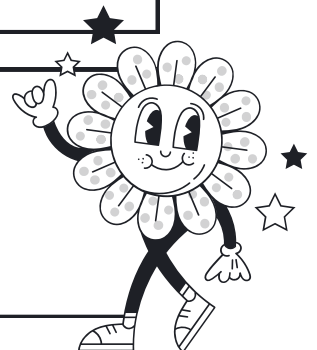
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