

# BRAND

## CONSISTENCY CHECKLIST

AVLIER

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Use this checklist to make sure you didn't miss places where brand assets may be hiding. Blank spaces can be used to write in your own items.

## Website

Header

Footer

Home Page

About Us Page

Blog

Service Page(s)

Contact Page

Privacy Policy Page

404 Page

Landing Pages

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## Social Media

Facebook Profile Logo

Facebook Cover Image

Facebook Posts

LinkedIn Profile Logo

LinkedIn Cover Image

LinkedIn Posts

Twitter/X Profile Logo

Twitter/X Cover Image

Twitter/X Posts

Instagram Profile Logo

Instagram Posts

TikTok Profile Logo

TikTok Posts

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## Printed Collateral

Business Cards

Letterhead

Envelopes

Folders

Brochures

Sell Sheets

Reports

Mailers

Banners

Billboards

Contracts

Invoices

Tax Documents

Policy Documents

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## Digital Collateral

Digital Ads

eBooks

Infographics

Commercials

Case Studies

White Papers

Press Releases

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## Promotional Products

Pens

Flash Drives

Calendars

Drink-ware

Golf Balls

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## Office Areas

Reception Area

Board Room(s)

Break Room

Private Office(s)

Entrance / Front Door

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## Office Items

Signage

Internal Posters

Internal Memos

Name Plates

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## Email

Email Signature

Newsletter Template

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## Apparel

Customer Apparel

Employee Apparel

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# AVLIER

[www.avlier.com](http://www.avlier.com)