Brand Readiness Workbook

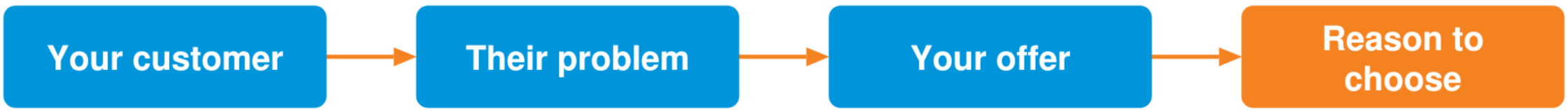
A practical review of your identity,
your message and your customer touchpoints.



WHERE YOUR BUSINESS COMES TO LIFE!

01 / YOUR BUSINESS MESSAGE

A recognizable brand needs a clear promise



Who needs your service?

What needs to improve?

What do you provide?

What evidence supports it?

02 / BRAND AUDIT

A quick brand consistency review

Touchpoint	What to check	What to record
Logo	Correct file and proportions	Outdated versions to replace
Website	Consistent offer and identity	Pages that need attention
Sales materials	Matching fonts, colors and tone	Materials to update
Social profiles	Matching names and graphics	Profile changes to make

03 / BRAND FOUNDATIONS

A useful identity system



Core elements

Approved logo versions
Color and typography rules
Clear brand messaging

Everyday applications

Website and social profiles
Stationery and sales materials
Print and campaign graphics

Approve identity → **Document rules** → **Apply consistently** → **Review new work**

04 / A WORKING CHECKLIST

Your brand review questions

Offer clarity	Can a new prospect explain what you do after one short visit?
Visual consistency	Do your website, social accounts and materials look like the same business?
Credible support	Do your claims match the work, evidence and services you can provide?

05 / PUT THE REVIEW TO WORK

Your next brand action plan

01	**Keep**	Identify the logo files, messages and materials that still fit.
02	**Update**	List the outdated items that customers see most often.
03	**Create**	Identify missing sales materials or brand guidelines.
04	**Assign**	Give each update an owner and an approval step.

YOUR NEXT STEP

A brand that reflects your business

Required Marketing Group can help with logo design, brand identity, guidelines and marketing materials. Bring your review notes to a consultation.



Request a consultation

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