

FIRM BRANDING CHECKLIST

Launching a new firm brand is exciting but also requires significant planning. Map out a realistic plan and budget by conducting an audit before any brand rollout. Use this checklist as a starting point to help your audit as you meet with firm and administrative leaders, team members, and vendors.

General

- Business Cards
- Style Guide
- Signage
- Office lobby displays
- Conference room displays
- Event materials (event signage, pop-up banners, table clothes, booths, promo items)
- Stationery (envelopes, letterhead, etc.)
- Email Signatures
- Firm systems, tools, & software (HR, accounting, billing, CRM, etc.)
- Firm materials (policy guide, benefits package, new hire materials, recruiting, etc.)
- Office Items (mugs, pens, notepads, napkins)
- Folders
- External sponsorships (logo swaps)
- MS Office Templates (PowerPoint, Word, Excel)

Digital

- Website
- Blogs
- Social media channels
- Internal and external firm apps
- Microsites
- Email templates (announcements, invitations, alerts, internal comms, etc.)
- Intranet
- Videos
- Podcasts
- Webinars and virtual conference platforms
- Digital in-office displays
- 3rd party sites (recruiting, Wikipedia, Chambers, etc.)

Other Marketing (Digital & Print)

- Proposal templates
- Brochures and other key collateral
- Ad templates

Have questions or need help? Contact us
info@fractionallawfirmcmo.com

